BROADCASTING

Broadcast Advertising

Vol. 11 • No. 11

WASHINGTON, D. C.
DECEMBER 1, 1936

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHN CRERAR
NOV 30 1936
LIBRARY

Gentlemen . . . *the press!*

I can't find stars big enough to award to Morton Gould's "Music for Today" programs on WOR.

Jo Ranson, BROOKLYN DAILY EAGLE

Under the musical direction of Alfred Wallenstein, WOR is leading the way in the presentation of good studio-made music. Through intelligence, taste and musicianship WOR brings to radio the idea that music can be adult entertainment.

Aaron Stein, N. Y. POST

In all WOR's years of development, seldom if ever has its commercial offerings transcended in quality or appeal the high standard of shows created by its own staff—shows that accurately interpret the overused word, "sustaining."

M. J. Porter, N. Y. EVENING JOURNAL

A handful of twinklers to Cesare Sodero (WOR, 9:30 P.M.). In the field of heavier music there was nothing finer on the air.

Ben Gross, N. Y. DAILY NEWS

Whenever I think of WOR I remember two of the grandest programs that ever set a radio fan's heart aglow—"Moonbeams" and "Main Street Sketches." How the staff of WOR can keep creating programs like these is beyond me, but they're doing it with "Jazz Nocturne," Benay Venuta's program, and "Alt Wein."

Nick Kenny, N. Y. DAILY MIRROR

Probably there's no other station in the country that thinks enough of its prestige to devote so much time to serious music.

Alton Cook, WORLD-TELEGRAM

WOR's sustaining shows rank high in listeners' estimates and the station sanely stresses daytime programs. WOR is often the first dialing choice.

Dinty Doyle, N. Y. AMERICAN

Just as readily as these radio editors respond to the programs we present, do the majority of the 35 million listening ears in the area which WOR serves respond to the sponsors whose products we sell.

W O R

We go William Tell one better

Bill Tell was a good marksman . . . and his arrow went right to the core of that old apple!

But we take no back seat, even to Bill. In fact, we go him one better (or should we say *six* better?) When WGAR shoots your advertising message through the air, it's no wild and futile flight. It's a bull's-eye in every one of the seven richest counties of northern Ohio . . . Cuyahoga, Lorain, Medina, Summit, Portage, Geauga and Lake. It plows deep and true into nearly a million homes, reaches the people who spend one out of every three of the state's retail dollars.

Of course, there are others who also reach this market by air. But when it comes to driving your message home effectively, with a minimum amount of pull on the bow (yes, we mean the ad-appropriation) . . . we've got it! And we can prove it!

W·G·A·R

"CLEVELAND'S FRIENDLY STATION"

Member N B C Blue Network

John F. Patt, Vice-President and General Manager

Edward Petry & Co., Inc., National Representatives

There is no Gamble in Radio Coverage of New England

WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WLLH	Lowell

THE YANKEE NETWORK'S COVERAGE IS *POSITIVE!*

BY giving the public the cream of national programs (NBC Red Network) plus New England's most popular locally produced shows, which originate in WNAC studios, The Yankee Network provides the most brilliant all-day procession of features ever presented to a New England audience.

By combining the largest, most popular local stations in eleven big buying centers, The Yankee Network gives you the one big New England audience . . . not scattered coverage, but intense coverage of every worthwhile market, including 13 New England cities with 100,000 population or more.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

LOOKING

AT THE VERY RICH

Preview of a Study about Them and Their Radio Listening Habits

The advertisers' problem, of course, has never been how to *sell* the Very Rich but how to *reach* them; how to enter their homes — *at their invitation*. Once you get in, these Very Human people will listen to your story — and will like it, if you tell it well.

Radio brings you in.

In one of the commonest of America's activities — listening to the radio — the Very Rich are *not* different from just folks. They listen to the same programs and respond in the same way.

How do we know this? The Very Rich themselves have told us. By means of personal interviews conducted *for* (but not *by*) the Columbia Broadcasting System, a large university has taken a sharp-focus, close-up picture of the listening habits of a selected group of the wealthiest, most aristocratic families of America's most aristocratic city.

The story they tell about themselves... their actual hours of listening... their actual program preferences... throw considerable light on the problems of reaching the rich everywhere — a little known but highly significant market. Would you like to see a copy of this study? It is called "The Very Rich".

THE COLUMBIA BROADCASTING SYSTEM

by Cartier

1124

Bring Results

BREWSTER GORDON AND COMPANY, INCORPORATED

VETERAN BRAND IGA FOOD PRODUCTS

ROCHESTER, NEW YORK
November 17, 1936

Mr. William Fay, General Manager
Radio Station WHAM
Hotel Sagamore
Rochester, N.Y.

Dear Mr. Fay:

That our daily broadcast over your station is producing results for us is best indicated by the fact that we have been using this form of advertising for about four years. Aside from hand bills, which our dealers distribute, and display material, this is the only form of advertising we use for our 122 I.G.A. members.

We originally picked WHAM because its complete coverage - not only of Rochester but also of the entire trading area outside of Rochester in which many of our members are located - provided the most economical means of giving them the benefit of consumer advertising. Another important factor was the originality of the program idea which you submitted to us.

Our members all report a ready response on the part of the public to the radio specials which we offer and tell us that their customers make frequent mention of our radio program. You are as well acquainted as I am with the large number of letters received weekly from interested listeners - proving that your station and our program has a consistently great listening audience.

Very truly yours,
BREWSTER, GORDON & CO., INC.
E. F. Brewster, President

EFB:P

TELEPHONE MAIN 922 . P. O. BOX 711

E. F. Brewster, President
BREWSTER, GORDON & CO., INC.

"WHAM Provides Most Economical and Effective Means of Covering Trading Area" *Says* I. G. A. Distributor

FOUR years of uninterrupted broadcasting can result only from an attention-compelling program and a station having an established listening audience with the ability to buy. You are assured of both when you send your message over WHAM.

ASSOCIATED NBC

50,000 WATTS
1150 KILOCYCLES
Chicago
Transamerican Broadcasting and Television Corporation
333 N. Michigan Ave.

CLEAR CHANNEL
FULL TIME
New York
Craig & Hollingbery, Inc.
250 Park Avenue

Owned and Operated by the
STROMBERG-CARLSON TELEPHONE MANUFACTURING COMPANY

FLASH!!

A NEW NETWORK
COVERING
ALL CALIFORNIA

EFFECTIVE
December 29, 1936

These six stations owned and operated by the McClatchy Newspapers and the Hearst Organization will operate as

THE CALIFORNIA RADIO SYSTEM

KEHE LOS ANGELES 5000 WATTS L.S.
KFBK SACRAMENTO 5000 WATTS
KYA SAN FRANCISCO 5000 WATTS L. S.

KMJ FRESNO 1000 WATTS L. S.
KERN BAKERSFIELD 100 WATTS
KWG STOCKTON 100 WATTS

These stations cover completely all the rich METROPOLITAN and VALLEY markets of this great state.
For full particulars, rates, markets, address individual stations or

HEARST RADIO: Network National Representatives
NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

"Sh-h—he's having a program idea!"

FAR be it from us to mock the pains of creative labor, friend, unless *you're* the one who's having them! In that case, we jeer only because you could so easily avoid them — by shifting the load to us.

No, we won't attempt to write your script or arrange your music — but we do possess young men who can hatch ideas like mad, and who can *and do* help work up some of the best program ideas over which you ever beamed a beam!

Where do we come in? Well . . . if we can help make radio your easiest *and most effective medium*, we figure that you won't exactly penalize us or our stations! How about giving us a ring?

FREE & PETERS, INC.

Free & Peters List

WHO	Des Moines
WGR-WKBW	Buffalo
WHK	Cleveland
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KSD	St. Louis
WFBL	Syracuse
KOIN-KALE	Portland
KOL	Seattle

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

Free, Johns & Field List

WIS	Columbia
WHKC	Columbus
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WDRC	Hartford
WKZO	Kalamazoo
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KTUL	Tulsa
KVI	Tacoma

FREE, JOHNS & FIELD, INC.

BROADCASTING
and
Broadcast Advertising

Vol. 11 No. 11 WASHINGTON, D. C., DECEMBER 1, 1936 $3.00 A YEAR — 15c A COPY

Speedy Action Seen on Allocations Policy

By SOL TAISHOFF

Economics Section May Be Set Up by FCC; Higher Power Inevitable; Allocation Policies by March Forecast

SETTING UP of an "Economics Section" within the FCC, to take into account market and trade factors in the allocation of broadcast facilities instead of the hard and fast "quota-unit" method formerly employed, is being considered as a possible part of the new allocation policies to be promulgated by the FCC Broadcast Division.

Impressed by the large amount of economic data supplied during the allocation hearings in October, and convinced of their importance in the distribution of broadcasting facilities to given market areas, the FCC Engineering Department will recommend such a new section.

This significant departure in FCC policy has developed from the analysis by the Engineering Department of the voluminous testimony presented at the hearings. It envisages creation of a section within the Engineering Department which would compile trading area and market data. In all cases involving allotment of increased or new facilities, this section would turn over to the FCC Broadcast Division a full report on the economic ability of the area to support such facilities.

Changes Likely by March

MEANWHILE, the Broadcast Division was driving toward promulgation of new allocation policies by next March, with the Engineering Department now engrossed in the preparation of a preliminary report of the hearings and hopeful of presenting it to the Division before Christmas.

Laying down of broad new policies is hoped for by mid-February, to become effective 30 days thereafter, unless parties in interest exercise the established right of demanding hearings on the proposed new rules. These rules will embrace changes in policy on such matters as superpower, retention of a specified number of clear channels, horizontal increases in power for various classifications of stations; setting up of several new classifications, and changes in engineering standards.

Chief Engineer T. A. M. Craven is personally analyzing the testimony presented during the hearings and will submit his report to the Broadcast Division within two or three weeks, under present plans. Actual recommendations, however, are expected to follow conferences with the three Broadcast Division members, with mid-February tentatively set as the earliest possible date of actual drafting. The usual 30-day notice period would mean, under such conditions, promulgation by mid-March, provided no hearings are requested. Indications, however, have been that hearings would be sought.

The plan for an Economics Section embraces selection of some recognized economist to head the bureau. It would become the reservoir of information on all business aspects of broadcasting, as related to Broadcast Division regulatory operations. In addition to legal and engineering recommendations now provided to the Division on all cases, there also would be an economic recommendation based on the conclusions of this projected new section. The fundamental question, in each case, presumably would be whether a station of particular power and status could be supported in the given community without deleterious effect upon other stations.

This, partially, would take the place of the former arbitrary quota system employed by the FCC and its predecessor Radio Commission, which specified an equal distribution of broadcasting facilities among the five geographical zones into which the country was divided, and an equitable distribution in each state according to population. The Davis Amendment, which made the quota system mandatory, was repealed last summer by Congress, and the FCC subsequently rescinded the system.

Stronger Signals

ON THE broader aspect of new allocation policies, it is felt by those in close contact with FCC activities that a conclusive case for greater power all down the line has been made. In other words, a technical showing was made, which stands unrefuted, that the signal intensity of the broadcast structure generally requires raising.

On the moot question of 500,000 watts power and retention of clear channels, it seems just as apparent at this writing that in certain instances superpower might be construed as beneficial, but the Division intends to hew closely to its predetermined policy of considering each situation upon its own merits.

A reduction in the number of clear channels is expected. The extent of the reduction, obviously, must remain in doubt until the definite policy is determined. To this observer, it would appear that possibly five of the remaining 30 clear waves will be duplicated, with directional antenna requirements. In at least three of these cases, the occupants of the channels themselves favor duplication, since they now share time—a type of operation that was branded uneconomical and not conducive to good public service.

It is conceivable that, through the introduction of additional classifications of stations, such as a sub-clear bracket, additional channels will be "broken down", with perhaps a 5,000-watt station operating on such channels along with a 50,000 watter. On those channels which might be accorded 500,000 watts, it appears they would be kept entirely clear.

Higher Power Trend

THE HIGHER power trend also seems to be rather firmly set at this time for both regional and local frequencies. The present thought is that 5,000-watt night operation should be permitted on regionals, wherever possible, with increases to 250 watts for locals on the same basis. Realignment of stations and channels in a few cases may be essential to procure the proper clearance for such increases.

In this regard, it is presumed the Division will consider 5 kw. applications as they are filed, and on individual showings, after the new rules are issued. This does not necessarily mean hearings on them.

Opening of the 1500-1600 kc. band for regular regional station operation also is regarded as distinctly probable in the new allocations. With but four stations now operating in this band with a 20 kc. separation (twice the regular band width), opening of these channels for regular use would mean provision of 10 additional channels upon which might be placed some 30 to 50 stations. Now called "high-fidelity" stations, new stations on these waves would be required to adhere to rigid engineering principles, but would no longer be branded "special" stations with experimental call-letters.

Instead of the existing four

(*Continued on page 70*)

The Allocations Horizon at a Glance

1. AN "ECONOMICS Section" of the FCC is being considered to take into account market and trading area factors in future allocations, with economic recommendations to be considered along with engineering and legal.
2. FCC Engineering Department now drafting preliminary report to be submitted by Christmas on whole subject of October allocation hearings. Effort is to promulgate proposed new rules by mid-February, to become effective 30 days thereafter unless hearing requests forestall it.
3. Superpower seen as benefit in certain areas, but each application for 500,000 watts to be considered on individual merits.
4. Breakdown of additional clear channels likely, possibly reducing number from present 30 to 25. Duplicated stations with directional antennas on broken down waves would constitute new classification of stations.
5. Power increases on certain regionals to 5,000 watts day and night, also relatively uncontested, with new regional classification contemplated. Locals, where possible, also would be increased to perhaps 250 watts at night.
6. Present "high fidelity" band of 1500-1600 kc. may be thrown open for regional station operation, with 10 new channels in band to accommodate some twoscore stations. Experimental call letters would be removed.
7. Instead of four existing station categories, seven are likely under revised policies.
8. Changes in engineering standards all down the line seen, with arbitrary rules to be disregarded and with actual propagation curves to govern in each individual case.
9. Effort will be made to disturb economic structure as little as possible in introducing altered policies.
10. Existing stations performing meritorious services will be accorded preference in allotments of improved facilities, with new station applications to be considered afterward.

Race Against Time Puts Sale Of WOAI to CBS in Balance

Hearing Set Dec. 9; KTSA, KNOW May Join NBC; WTIC, WSPD, WFEA, KGNC Sign NBC Contracts

A RACE against time on the sale of WOAI, San Antonio clear channel 50,000 watter to CBS for $825,000, was precipitated Nov. 24 by the FCC Broadcast Division when it set for hearing on Dec. 9 the application involving the sales contract. The contract carries a clause that the sale will be void unless approved by the FCC prior to Dec. 28.

In setting the transaction for hearing before an examiner, the Division followed usual procedure. However, it took cognizance of the contract deadline by advancing the date on the usual docket. CBS waived the usual 30-day notice requirement and, so far as known, no parties directly interested have indicated opposition. Thus, it is possible that the examiner will get out his report in time for Division action prior to Dec. 28. Should there be any unforeseen developments, however, it is presumed the transaction will be forestalled.

Simultaneously, NBC announced the signing of four additional stations — WTIC, Hartford 50,000-watter, to continue as a Red outlet under a five-year contract; WSPD, Toledo, to switch from CBS to the Blue, effective May 1; WFEA, Manchester, which on March 1 switches from CBS to NBC supplementary. and KGNC, Amarillo, Tex., which on Jan. 1 shifts from CBS to NBC optional Red or Blue.

Renewal of Option in Doubt

AN IMPORTANT factor in the WOAI-CBS deal, it was understood, was the matter of taxes. G. A. C. Halff, president of Southern Industries Inc., operating WOAI as well as an oil drilling and general investment business, desired to consummate the transaction as a part of the 1936 business of his company for tax purposes. Failure to procure FCC approval by Dec. 28, it was learned, would mean that the transaction could not fall into the 1936 tax year.

Should the WOAI sale be consummated, it is understood KTSA, San Antonio, present CBS outlet, will join NBC replacing WOAI. Also, KNOW, Austin, like KTSA owned by Hearst Radio, Inc., is more than likely to join NBC in such an event. In fact, negotiations were in progress as BROADCASTING went to press for NBC affiliation contracts with KTSA and KNOW, with every likelihood that these would be concluded by Dec. 1, thus probably forcing a WOAI affiliation with CBS if the sale deal falls through.

CBS sought WOAI to bolster its position in the Southwest. It asked for a hearing before the FCC, but desired to have it expedited by inducing the Broadcast Division itself, rather than an examiner, to handle the proceeding. The Division, however, concluded that it would have to pursue the usual course of having an examiner take testimony and make his recommendations, irrespective of the time limitations in the contract. William S. Paley, CBS president, was in Washington Nov. 23, presumably in connection with the case.

With the signing of the four additional stations, NBC has increased its list to 110. Other stations which join NBC on Jan. 1 are WEAN, Providence; WICC, Bridgeport; KFBK, Sacramento; KWG, Stockton; KMJ, Fresno; KERN, Bakersfield. The latter four are owned by the McClatchy Newspapers. On May 1, WOWO, Fort Wayne, becomes an NBC basic Blue outlet, switching from CBS.

In practically all of the negotiations, NBC President Lenox R. Lohr personally has interceded. He negotiated the WTIC, KGNC and WSPD contracts, it is reported.

A five-year contract with NBC was signed Nov. 17 by WTIC.

The NBC's new standard form of contract, it was reported, was accepted by Travelers Insurance Co., owners of the station. The station, therefore, cannot tie into any other major network but will be permitted to continue as an outlet of the Yankee Network, of which it is now an affiliate. The fact that WNAC, Boston, key station of Yankee, is an NBC-Red outlet makes this continued affiliation possible.

Spirited bidding for WTIC had been in progress for several months. Until a few months ago, Travelers virtually had decided to sell the station and disassociate itself with radio. The fact that WTIC, for the first time in eight years, is showing a profit, however, led to the decision of the insurance company board to continue ownership.

Battle for Clear Channels

ACTING principally for WTIC has been Daniel Read, secretary of the company. Executives of each of the networks have been in frequent contact with the station since last October, when an option for its purchase, held by Cherry & Webb, New England department store operators and owners of WPRO, Providence, for a price of $675,000, was allowed to expire.

The WTIC signing is seen as the termination of the brisk competition between the major networks for clear channel affiliates in strategic locations. A number of important changes in status have been effected during the last several months, two of which likely will not take place until the first of the year or afterward.

Paul W. Morency is general manager of WTIC and it is understood, will carry forward its expansion plans.

The WSPD contract was announced by President Lohr and George B. Storer and J. H. Ryan, president and vice president respectively of Toledo Broadcasting Co. which operates WSPD. The station is one of the oldest in the country, having been founded in 1921. It uses full time on the 1340 kc. channel with 5,000 watts day and 1,000 watts night.

In a joint statement released when the contract was signed, Mr. Storer and Mr. Ryan said:

"The decision to change to the NBC has been prompted by a desire to give listeners of Toledo and Northwestern Ohio the outstanding programs of the NBC Blue Network, for which there has been a united and persistent demand."

KGNC's contract, which fixes the station's network rate at $120 an hour was also negotiated by Mr. Lohr. The station is owned by the *Amarillo Globe & News* and operates with 1,000 watts night and 2,500 day on 1410 kc.

CBS made an effort to retain WSPD, and there was some question about the station's contract with it involved in the negotiations.

FORM NEW NETWORK

Emile Gough

Guy Hamilton

NEWSPAPER GROUP TO ACQUIRE WIRE

SALE of WIRE, Indianapolis, by W. E. Vogelback, of Chicago, and D. E. (Plug) Kendrick, manager, to Central Newspapers Inc. of Indiana, for approximately $340,000, has been effected subject to FCC approval, it was learned Nov. 20.

Central Newspapers Inc. is headed by Eugene C. Pulliam, as president and principal stockholder, and publishes a number of papers in Indiana, including the *Lebanon Reporter* and the *Vincennes Sun-Commercial*. The transaction is for purchase of the stock of Indianapolis Broadcasting Inc., corporation operating WIRE. Mr. Vogelback, president of the American Allied Products Co. and of the American Engineering & Management Corp. of Chicago, is listed as the holder of 89.2% of the stock of WIRE, with Mr. Kendrick holding 10.8%.

According to the application filed with the FCC, the aggregate price for 100% of the stock is $340,000. However, one-third of the stock already had been purchased by the Pulliam group for $165,000 in two payments of $90,000 and $75,000. Thus, the balance to be paid would be $175,000. FCC approval of the sale of the one-third block of stock was not necessary, since control of the station did not pass in that transaction.

The change in ownership, if approved, will become effective Jan. 1. It is expected that L. L. "Jake" Jaquier, present manager, will remain in that capacity. Mr. Kendrick, it is reported, will not stay.

Express Holiday Spots

RAILWAY EXPRESS AGENCY, through Caples Co., New York, has inaugurated a spot announcement campaign continuing until Christmas in 11 major markets. The campaign is directed at Christmas gift shippers, and consists of 30, 50 and 100-word announcements broadcast from three to six days a week. Stations are WBZ-WBZA, KOA, CKLW, KTRH, KNX, WIOD, WOW, KYW, KDKA, KEX, KGO.

Hearst-McClatchy California Group

Six Newspaper-Owned Stations Form Regional Network

A NEW California regional network, to be known as the California Radio System and which will embrace six newspaper-owned stations, will get under way Dec. 29 under arrangements concluded Nov. 24 by Hearst and McClatchy radio interests. The rate structure remains to be determined, but national representation for the network will be provided by Hearst Radio Inc.

The California Network will be cooperative in character and will embrace KEHE, Los Angeles; KYA, San Francisco; KFBK, Sacramento; KMJ, Fresno; KWG, Stockton, and KERN, Bakersfield. The first two stations are Hearst owned and have no national network affiliations. The latter four are owned by the McClatchy Broadcasting Co., subsidiary of the McClatchy Newspapers of California. Programs will largely originate at the first three stations.

Arrangements for the network were made by Emile J. Gough, vice president of Hearst Radio Inc., and Guy Hamilton, general manager of the McClatchy radio stations and newspapers, along with O. H. Quinell of the Hearst New York office. Ford Billings, Hearst Radio representative on the Pacific Coast is handling the details of the hookup and will be its general manager.

The four McClatchy stations at present are affiliated with CBS and the Don Lee - California networks, but on Dec. 29 will switch to NBC under contracts made earlier this year by Mr. Hamilton. This is part of a California shakeup in which the four Don Lee stations on Dec. 29 terminate their affiliations with CBS and join Mutual Broadcasting System, while CBS uses KNX, Hollywood, and KSFO, San Francisco, as its California outlets.

Hearst's KEHE is affiliated with the *Los Angeles Herald-Express* while KYA is affiliated with the *San Francisco Examiner*. McClatchy's KFBK is affiliated with the *Sacramento Bee* and KMJ is affiliated with the *Fresno Bee*.

NBC Daytime Increase

WEEKDAY daytime broadcast on NBC has increased nearly $1,000,000 in time placement this year as compared with 10 months of 1935, NBC has announced. Ten-month weekday daytime figures for the last four years are: 1933, $2,958,226; 1934, $4,280,589; 1935, $4,556,489; 1936, $5,827,441. In October, 1936, 697 daytime programs were sponsored on NBC, compared to 434 a year ago, NBC ascribing the increase to "advertisers' appreciation of the selling job that can be done during the daytime hours, both during the week and on Sunday."

Treesweet Testing

TREESWEET ORANGE JUICE Co., Los Angeles, is placing test spots on WGAR, Cleveland, to promote packaged orange mints, a confection. Cash and merchandising prizes are offered to winners of a write-in campaign. Agency is Dana Jones Adv. Agency, Los Angeles.

When Dr. Pepper's Pepper Uppers Perform

By RAYMOND P. LOCKE
Vice President, Tracy-Locke-Dawson Inc.

Sales Soar 63% as Tailor-Made Group of Stations in the South Is Developed; Sponsor Now Uses All-Year Radio

WOT'S a Dr. Pepper?, asks a New York soda jerker. Who is Dr. Pepper?, interrogates a Boston purveyor of carbonated refreshments. That's because Dr. Pepper hasn't hitched the East and Northeast to his custom-built *Pepper Uppers* network. But wait until Mr. Locke, account executive for the sponsor, puts Sugah and Her Boy Friends into those markets and the spigots will be filling glasses in a hurry, just as they are in the South where everybody knows about Dr. Pepper. Although regional, Dr. Pepper ranks second in soft drink sales.

DR. PEPPER sales for the first three-quarters of 1936 have been 63.2% greater than for the corresponding period in 1935, which was the banner year with one exception in this carbonated drink company's history. An important factor of this rising sales curve was the inauguration of the Dr. Pepper-Dixie Network which was created on April 5 as a giant Southern airlane for the popular *Pepper-Uppers* variety program featuring Sugah and Her Boy Friends supported by a 21-piece band under the baton of Alexander Keese. The show has packed the General Motors exposition auditorium at the Texas Centennial each Sunday with audiences averaging 3,000.

That we believe radio has been an important factor in the mounting sales curve is evidenced by renewal on Oct. 1 of our Dr. Pepper-Dixie Network contract for another 26 weeks as the backbone of our fall and winter selling plan. This establishes radio as the one advertising medium we are using the year round.

Who's Nutty Now!

IN ITS early approach to radio as a means to an end, Dr. Pepper Company might well have paraphrased the popular song title with: "I don't want to make history, I just want to make sales. . . ."

However, the result of the last two years of radio effort, combined with other media, makes it quite apparent both sales and history have been made.

No doubt it is still true that when a man from the South walks into a soda fountain in New York, and casually says, "Gimme a Dr. Pepper," the soda jerker "wisecracks" right back.

But, in any city, town or burg from Tucumcari to Winston-Salem or from Kansas City to New Orleans or the lower tip of Texas, ask for Dr. Pepper and you'll get it on the rebound. Millions will testify in a market embracing about 22 states it's a grand nickel drink, too.

Remarkable as it may seem, Dr. Pepper is high second in sales among all the 5c soft drinks on the American market—although it is as yet available to only about one-third of the nation's population.

Fan mail has not been a primary objective of our radio advertising. We have merely used radio as another efficient tool to tell the Dr. Pepper story through the consumers' ears just as we have been telling it in the past through the printed page or poster.

The 63.2% sales increase is evidence radio has been a big help with consumers. In addition, we have enjoyed a valuable by-product in the form of new enthusiasm on the part of our bottling organizations. Most all of the 275 bottlers of Dr. Pepper are within listening area of some one important station on the network. Bottlers get a big kick out of the program themselves, and are impressed with the fact dealers and consumers seem to be more highly conscious of Dr. Pepper than before radio was used.

While carbonated beverage manufacturers usually refuse to admit their business is seasonal, actually their sales do decline during the winter months. When the advertising appropriation is limited, it seems best strategy to concentrate, as we have previously done, during the season of heaviest consumption. The renewal of the Dr. Pepper radio contract for the next 26 weeks is significant in that radio is the first medium to be used on a year-round basis, since the early days of the depression.

Dr. Pepper Company's use of radio began with spot announcements in 1934. One-minute recorded spots were used daily on some 25 radio stations. The spots were dramatized one-minute playlets. Recordings were produced in Hollywood by real actors and topped off with commercial lines spoken by John McIntyre.

That was the start. The experiment was interesting and showed evidence of being profitably effective. That series of announcements was followed by a second in the summer of 1935, these much the same as the initial series except that the characters "spoke in rhyme". A supplemental series of five-minute recorded programs was used to promote a contest which was successful.

Custom-Built Network

IN THIS 1935 series, however, the recorded spots were used only outside of Texas. In the home state itself, we were testing out our live talent program, the set-up being Texas Quality Network, including WFAA in Dallas, WBAP in Fort Worth, WOAI in San Antonio and KPRC in Houston.

It was in April of 1935 that we presented our first broadcast of a live talent show of the comedy-music type. Initially it was a 15-minute presentation. About June, we succeeded in clearing additional time and expanded the performance to a 30-minute show which was shifted from the WFAA studio to the Baker Hotel's Crystal Ballroom where the public was invited to attend. Here, overflowing crowds, given tickets by Dr. Pepper route salesmen and dealers, were greeted weekly.

R. P. LOCKE

In November, the *Pepper Uppers* moved to another hotel to accommodate the public with better acoustics.

Early in 1936 we investigated available portions of NBC and CBS networks with the thought of expanding our network to include not only the home state but all of our developed territory, which was, roughly speaking, the area east of the Rockies and south of the Mason-Dixon line.

We found these established national chains inflexible, so inflexible they seemed impractical for our purpose because of too much waste circulation. We then determined if possible to build our own network custom-made to fit our problem.

With the cooperation of Alexander Keese of WFAA, we pioneered, plunging into negotiations with three different regional telephone companies and 20 radio stations for wires and station time. The result was the Dr. Pepper-Dixie Network, and it has meant the surmounting of no small batch of obstacles. Clearing the best available broadcast hour throughout the stations was, in itself, a task but we feel it has been worth it as a means to greater sales.

Stations were selected in nearly all cases for widest coverage and offered an established Sunday-evening audience. Our spot at 5:30 p. m. gave us the position of curtain raiser on the "Sunday Parade" of Jack Benny, Robert Ripley and other top programs. Our network consists of 20 stations, including WFAA-WBAP, Dallas-Fort Worth; KPRC, Houston; WOAI, San Antonio; KGNC, Amarillo; WKY, Oklahoma City, KVOO, Tulsa; KTBS, Shreveport; KTHS, Hot Springs; WJDX, Jackson; WMC, Memphis, WAPI, Birmingham; WSB, Atlanta; WSM, Nashville; WROL, Knoxville; WMAZ, Macon; WFAB, Greenville, S. C.; WWNC, Asheville, N. C.; WSOC, Charlotte, N. C., and KSD, St. Louis.

Anniversary Tie-ins

SINCE this is Dr. Pepper's 50th anniversary, the company tied-in with the Texas 100 birthday celebration by moving the Sunday evening broadcasts to General Motors' exposition auditorium. In this internationally known setting, Dr. Pepper's variety show attracted from 3,000 to 5,000 auditors and spectators weekly.

It may be of interest that before deciding to expand our network outside of Texas, we conducted a survey to determine listener appeal. Students in marketing and advertising from Texas universities were hired to make personal interviews among average people in large towns and in smaller places. The leading question was: "Name your six favorite radio programs, in order of preference."

Results placed the *Pepper-Uppers* so high on the list we feared interviewers had biased the listeners in our favor. A check back with professors and students disclaimed any influence whatever to bias the interviewees. Even so, we decided to make a further test.

In the first instance, we had instructed the interviewers to direct their questions at 50% young people or students and 50% adults. In the second instance, however, we simply picked out several hundred names from the telephone directory, and sent out mail inquiries. The results were as astonishing as had been the personal interview survey, both placing our program in the same high place. We found that our program tied with *Amos 'n' Andy*.

After the *Pepper Uppers* had been on Dr. Pepper-Dixie Network for 16 weeks, we conducted another mail inquiry, this time in the territory covered by the newer part of the network outside of Texas. Surprisingly, this disclosed a rank three points still nearer the top! Whether the fact Jack Benny, Fred Allen and Ripley were off the air at this time had anything to do with this standing is, however, a question.

Autumn Time Sales Show Big Advance

September Volume Up 50.6% Over Same Month Last Year

AUTUMN time sales of broadcast stations showed the usual upward trend for the season, with September volume running 50.6% ahead of the same month a year ago, the largest increase in a long period. The September advertising volume was $8,541,218 according to the NAB, an increase of 22.1% over August.

Nonnetwork advertising in September was 13.7% greater than the August figure, the gain being spread over all of the country, particularly in the New England and Mid-Atlantic regions. All forms of rendition were in larger volume except announcements. Transcriptions gained 60.5% and live talent rose 73.3% as compared to the same month in 1935.

Gains of Sponsor Groups

PRINCIPAL gains by sponsor groups, as compared to September, 1935, occurred in automotive and clothing network advertising and in the financial field, although the gains were general. All groups showed a gain over August and were divided among the various portions of the medium as follows: National networks 29.6%; regional networks, 2.2%; national nonnetwork, 11.8%; local 15.6%.

Among other media September volume increased over August as follows: National magazine 30.7%; national farm paper 41.3%; newspaper 12.6%. Compared to September of last year increases were: National magazine 20.2%; national farm paper 22.7%; newspaper 10.1%.

Nonnetwork advertising for the month was 56.7% greater than the same period a year ago, with business of regional stations rising 70.2%, clear channel nonnetwork increasing 54.9% and local volume mounting 31.5%.

Total broadcast advertising for the month in various portions of the medium follow:

	Aug.	*Sept.*	*Cumulative Jan.-Sept.*
National Net	$3,776,885	$4,894,494	$40,685,675
Regional Net	114,990	117,524	990,692
National Nonnet	1,518,200	1,697,900	16,405,160
Local	1,584,600	1,831,300	15,488,770
Total	$6,994,675	$8,541,218	$73,570,297

Radner Heads WIBM

ROY RADNER, vice-president of WIBM, Jackson, Mich., has taken over management of the station, succeeding the late Charles A. Hill, who died Nov. 4 in an automobile accident. Don Mather, commercial manager of WIBM, was killed at the same time. Mr. Radner is a brother of Herman Radner, Detroit business man who is president and part owner. An attorney, Mr. Radner has been active in WIBM affairs for the last 18 months. He is 30 years old.

FOR THE fifth successive year WGN, Chicago, is broadcasting the Sunday night home games of the Chicago Black Hawks in the National Hockey League race. The broadcasts, which are an exclusive WGN feature, are not sponsored.

Biggest Month in History of Networks Recorded With Aid of Political Funds

WITH THE aid of sponsored political broadcasts NBC, CBS & Mutual combined October receipts totaled $6,722,926, the largest monthly gross billing figure to be recorded since the start of network radio ten years ago. Individually each network reported October revenues greater than any previous month's receipts.

The combined NBC-Red & Blue networks booked $3,696,489 during the month, an increase of 33% over October, 1935. October billings of CBS totaled $2,754,808, or approximately $600,000 greater than its largest previous month, March, 1935, and 42.7% greater than October, 1935. Mutual network, including supplementaries, totaled $271,629 during the month, an increase of 50.6% over a year ago.

A breakdown of the NBC figures shows $2,417,743 billed on the Red network and $1,278,746 on the Blue. CBS October billings are the largest gross figure ever recorded by a network.

In computing these figures the networks deducted all time charges for commercial programs cancelled for political broadcasts but no allowance was made for talent costs which the network had to pay on these cancelled programs. [For network political expenditures see BROADCASTING Nov. 15.]

For ten months of 1936 NBC reports $27,496,632, and CBS $18,304,878, an increase of 7.4% for NBC and 30.5% for CBS against the corresponding period last year.

Networks' Gross Monthly Time Sales

		1936	*% Gain Over 1935*	*1935**	*1934*	*1933*
NBC						
Jan.	Red	$1,725,172	—7.37	$2,895,037	$2,391,667	$1,869,885
	Blue	956,643				
Feb.	Red	1,697,524	—1.60	2,758,319	2,211,637	1,742,784
	Blue	1,016,776				
March	Red	1,915,357	.42	3,025,308	2,507,890	1,997,463
	Blue	1,122,516				
April	Red	1,762,201	2.23	2,682,143	2,373,890	1,690,177
	Blue	979,727				
May	Red	1,650,046	—4.64	2,685,211	2,475,173	1,662,887
	Blue	911,674				
June	Red	1,490,426	—2.41	2,380,845	2,177,857	1,512,139
	Blue	833,030				
July	Red	1,613,148	10.01	2,208,935	1,864,420	1,370,993
	Blue	816,835				
August	Red	1,553,540	19.8	2,021,366	1,542,599	1,328,467
	Blue	868,891				
Sept.	Red	1,993,371	33.4	2,163,317	1,860,166	1,555,606
	Blue	893,266				
Oct.	Red	2,417,743	33.	2,779,557	2,775,431	2,130,046
	Blue	1,278,746				
CBS						
January		$1,901,023	7	$1,768,949	$1,405,948	$941,460
February		1,909,146	15.4	1,654,461	1,387,823	884,977
March		2,172,382	18.7	1,829,553	1,524,904	1,016,102
April		1,951,397	20.8	1,615,389	1,371,601	775,487
May		1,749,517	35.9	1,287,455	1,255,887	624,256
June		1,502,768	40.9	1,066,729	925,939	553,056
July		1,292,775	42.	910,470	630,290	445,414
August		1,232,508	40.	879,019	513,315	499,638
September		1,838,932	69.2	1,086,900	700,491	547,203
October		2,754,808	42.7	1,903,512	1,752,601	1,125,793
MBS						
January		$166,266	155.6	$65,024	.....	.....
February		162,358	142.5	66,946	.....	.....
March		191,483	113.8	94,180	.....	.....
April		139,834	18.5	118,045	.....	.....
May		129,907	16.5	111,497	.....	.....
June		104,510	15.1	90,692	.....	.....
July		109,561	74.8	62,648	.....	.....
August		122,065	69.	72,076	.....	.....
September		168,919	103.8	82,907	.....	.....
October		271,629	50.6	180,374	.....	.....

*Prior to Jan. 1, 1936, when NBC inaugurated two coast-to-coast networks, no separate Red and Blue figures were issued by NBC.

Brach Candy Testing

E. J. BRACH & SONS, Chicago candy manufacturer, is running a test campaign for Zolo Nut Bar, a new five-cent candy bar, in Peoria, Ill. Six announcements daily are being used on WMBD, two one-minute announcements and two two-minute spots during the day, and two two-minute spots during the evening, Monday through Friday. The Peoria campaign is chiefly a product test, with radio being used as the best means of stimulating immediate sales, according to W. R. Fowler, account executive for Needham, Louis & Brorby Inc., Chicago agency, which is handling the campaign.

Illinois Central on CBS

ILLINOIS CENTRAL RAILROAD Co., Chicago, on Nov. 22 began a 13 week series of musical programs on nine midwestern CBS stations (WBBM, KRNT, KMBC, WISN, WCCO, KFAB, KMOX, KSCJ, WNAX) Sundays, 7:30-8 p. m. The program features Ruth Lyon, soprano, Chevaliers male quartet, and Richard Czerwonky's orchestra. Norman Ross, travel lecturer, is giving short talks during the series, which is devoted to tours through the southern portions of the United States. The program is keyed from WBBM, Chicago, and is titled *Headin' South*. Caples Co., Chicago, is the agency.

Foreign Language Network Is Formed

Viola & Furman Connect Four Stations in New England

VIOLA & FURMAN, New York foreign-language station representatives and radio production firm, announces formation of a four-station network in New England devoted exclusively to foreign language broadcasts. The network has been in operation for the past month and includes WELI, New Haven; WNBC, New Britain, Conn.; WSPR, Springfield; WCOP, Boston. Arrangements are being made to extend the network into the Providence area.

Accounts on this first exclusive foreign language network, which has permanent A. T. & T. wires, are: Miles Laboratories Inc., Chicago (Alka-Seltzer) through Wade Adv. Agency, Chicago; Modern Packing Co., Brooklyn (Balboa olive oil); Paramount Macaroni Co., New York; D. Wroblewski & Co., New York (tonic).

Foreign Audience

J. FRANKLIN VIOLA, for the last six years with WEVD, New York, selling and producing foreign-language programs, and Norman Furman, for 10 years with the Jewish Theatre and six years in the foreign-language radio field with WARD and WBBC, Brooklyn stations, formed the firm of Viola & Furman last March with offices at 150 W. 42d St. According to the company there are 14,000,000 foreign-born and 26,000,000 native-born of foreign parentage living within the borders of this country and it is this market that it is servicing in the radio field.

In addition to the stations which comprise the network, Viola & Furman represents the following stations as foreign language representatives: WEVD, New York; WFAB, New York; WGES, Chicago; WRAX, Philadelphia. With the exception of WGES, it has accounts running on all these stations, some live and others transcriptions.

The Jewish and Italian programs which were broadcast by the American Labor Party in the last presidential campaign were produced and placed by the firm. Mr. Furman is in charge of Jewish radio production; Mr. Viola, Italian; Josef Kallini, Polish; Julius Selig, German.

New WPRO Manager

PREPARATORY to its affiliation with CBS Jan. 1, WPRO, Providence, has announced the appointment of Stephen T. Willis, manager of WSBT-WFAM, South Bend, Ind., as its new general manager. Mr. Willis, a former newspaperman, has been with the South Bend stations for the last two years. He succeeds Paul Oury, manager of WPRO for the last decade. Mr. Oury has not announced his new plans. He is the former owner of WTAW, Pawtucket, R. I., which was merged with WPRO.

FRANKLIN D. SCHURZ, vice-president of the *South Bend Tribune*, on Nov. 23 announced he had assumed active management of WSBT-WFAM, stations owned by the newspaper. Robert H. Swintz has been appointed advertising manager.

Radio Inquiry in Congress Unlikely

Wheeler Opposes Newspaper Ownership of Stations, Network Control of Clear Channels, Superpower

DESPITE the rising tide of interest in newspaper and network ownership of broadcasting stations, there is little likelihood of enactment of legislation at the new session of Congress, which convenes Jan. 5 having to do with broadcasting or with the functioning of the Federal Communications Commission.

By the same token, there is no thought in the minds of radio leaders on either side of Congress for any immediate investigation of broadcasting or the FCC.

Dispelling reports that have gained momentum during the last few months to the effect that dire things would happen at the session, both Senator Burton K. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, and Rep. Sam Rayburn (D-Tex.), chairman of the House Interstate and Foreign Commerce Committee, told BROADCASTING Nov. 20 that they saw no reason either for hearings or for an immediate investigation. These committees are charged with the handling of radio legislation.

WARMING UP—Here is Senator Burton K. Wheeler, chairman of the Interstate Commerce Committee, seated at his desk in the Capitol, upon his return from his home in Montana. Preparing for a big legislative year, the Senator expressed himself rather vigorously on radio.

Mr. Wheeler's Views

SENATOR WHEELER, however, did not brush aside the subject of broadcasting without making several pertinent observations. It was his opinion, he asserted, that:

1. Something should be done either in a legislative or regulatory way about newspaper ownership of broadcasting stations to preclude "monopoly of public opinion and advertising".

2. Major networks should be divested of their "ownership of clear channels" except in key cities.

3. "Superpower" constitutes a threat to smaller stations that should be studied carefully before any definite steps are taken.

While his present intention is to forego consideration of radio legislation at the outset of this session, the veteran Montana legislator declared that the current brisk activity in station acquisitions both by newspapers and networks might necessitate some alteration of procedure. If repercussions on the floor at the forthcoming session become general, he said, it may be necessary to consider the advisability of prompt enactment of legislation which would curb the trend.

His committee, Mr. Wheeler said, would be occupied with railroad holding company legislation at the outset of the session. Until that subject is disposed of, he declared, he did not plan to go into radio legislation unless some emergency develops. He reiterated that he proposed to make a detailed study of clear channels, superpower, newspaper ownership and the like, as soon as he could following the railroad inquiry. The death on Nov. 25 of O. P. Van Sweringen, president of the Van Sweringen railroad interests, has interfered with the committee's plans since these holdings were to be among the first investigated. It is unlikely, however, the Senator said Nov. 26, that he would defer the railroad hearings long enough to allow an inquiry into broadcasting.

Prefacing his remarks with the statement that he felt broadcasters during the recent election campaign handled themselves admirably as nonpartisan, nonpolitical purveyors of news and information, Senator Wheeler declared his only object in expressing his views at this time is to preserve the freedom of the medium and to permit it to achieve greater effectiveness.

He said that all thought of government ownership has been banished from the minds of most thinking people, but that if the medium is to be preserved, legislative "safeguards" must be provided against "monopoly" and control by "corporate interests". He was especially vigorous in asserting his conviction that radio is serving as an antidote to the corporate interests which he said most newspapers represent.

While Senator Wheeler asserted initially that he felt there should be a "complete divorcement" of newspapers from ownership of stations, he afterward modified this statement by saying that he would be satisfied with some "middle-ground" position wherein a "protective cloak" would be thrown about broadcasting station operation by newspapers to prevent "monopoly" in news and also to prevent "unfair competition" in advertising with other newspapers and stations, such as might result when one newspaper does not own a station and another does, and from joint rates for newspaper space and station time.

"Something ought to be done to prevent the newspapers from owning broadcasting stations or monopolizing them," the Senator said. "I think the Communications Commission can say it is against the public policy for newspapers and broadcasting stations to be controlled by the same outfit. It tends to give newspapers a monopoly not only of public opinion but of advertising, and that, in my opinion, constitutes unfair competition in interstate commerce."

Elaborating on this, the Senator asserted that separate corporate ownerships by different individuals and under different management, in the extreme, would constitute fulfillment of his views on this subject. If the FCC does not have the power at this time, he declared, "I think we can pass a law which would say that there cannot be joint ownership."

Protecting the Industry

IN THIS connection, Senator Wheeler observed that the Supreme Court forced the Reading Railroad to dispose of its coal interests as contrary to public policy. He said this, to his mind, was almost a perfect analogy, since newspapers and the broadcasting stations, like the railroads, operate in interstate commerce.

When a company owns both the newspaper and broadcasting station in a single city, Senator Wheeler said, "it has the power of life and death over the little merchant."

Asked if he felt there was any compromise with his views in this regard, Senator Wheeler said his position was not antagonistic either to newspapers or stations and that he simply felt something would have to be done to safeguard the industry lest the situation prove a boomerang. "As a whole," he declared, "I believe radio has done a very remarkable job and has been unusually fair. My purpose is that of protecting the industry."

Turning to network ownership of stations, Mr. Wheeler said he felt the FCC should "not permit all of the clear channels to be controlled by the owners of the chains."

"It is nonsense," he said, "for networks to say they should have them to perform service to listeners. I think they should have a few key stations for the purpose of furnishing programs from important talent centers. Otherwise, if the present trend continues, they are going to have a complete monopoly of radio broadcasting in this country. The time to stop is now, for their own good as well as the good of the public and of the industry."

On the subject of superpower and clear channels, Mr. Wheeler said he had not gone into it extensively but declared he felt any

(*Continued on page 70*)

THIRD RADIO REPRESENTATIVE

Luther Patrick, WBRC Commentator, Wins Seat in House, Along With Stefan and Hook

LUTHER PATRICK, Birmingham attorney and until recently conductor of the *Good Morning Neighbor* program on WBRC, Birmingham, becomes the third broadcaster in Congress, having been elected to the House by the usual Alabama Democratic plurality Nov. 3 after his defeat of incumbent, Rep. Huddleston, at the primaries last June.

The other radio members of Congress, both reelected Nov. 3, are Karl Stefan (R-Neb.), formerly a news commentator on WJAG, Norfolk, Neb., and Frank E. Hook (D-Mich.), associated in ownership of WJMS, Ironwood, Mich.

Patrick conducted a brisk radio campaign during the primaries, as did Mr. Huddleston, and spent more than half of his $2,700 fund for radio time. All during the campaign, however, he never once mentioned politics on his program, a 6:30-7:30 a. m. human interest period. He gave up the program some time before the election and campaigned for the Democratic party in Kentucky, Indiana, Missouri and Kansas.

A law graduate of Alabama University where his course was interrupted by service in the World War, he hung up his shingle in Birmingham where he has engaged in his profession ever since with the exception of service as assistant state attorney general in 1929 and assistant United States attorney in Birmingham. He resigned the last-named post in January, 1936, to start his campaign for Congress.

At the June primaries Mr. Patrick defeated Rep. Huddleston, a veteran of some 20 years in Congress, by 6,500. He has given up his law practice to devote all his time to Congressional duties. He is married and attends the Methodist church.

Mr. Huddleston was a member of the Interstate Commerce Committee, which handles radio legislation. Mr. Patrick is anxious to secure appointment to the same committee, where he can put his broadcast experience to practical use.

CBS Rate Change Announced With Average Increase of 9%

WABC Becomes Most Expensive Outlet in Country; Increase of 30% in Audience Is Claimed

ANNOUNCING its first rate change in two years, CBS on Nov. 27 made public a new rate card [No. 22], encompassing a 9% average increase and making WABC, New York, the most expensive outlet in the country, with a rate of $1250.

The new schedule, which becomes effective Jan. 1, 1937, for new advertisers (old accounts continue under present rates for a year) parallels the NBC revised rate schedule, announced a fortnight ago to become effective Dec. 15 which provides roughly, a 10% increase.

For its total of 90 cities listed, the new card specifies a night rate of $19,920 per hour, $11,960 per half-hour and $7,980 per quarter-hour. These compare to the present rates for 96 cities of $18,395 per hour, $11,045 per half-hour and $7,370 per quarter-hour. The new rate card takes into account changes in outlets in certain cities.

Change in Optionals

A BASIC network of 21 cities is listed, but with a minimum requirement of 24 cities, the additional three to be selected from a group of five basic optional outlets. For the minimum total of 24 cities the new rates are $8,475 per hour, $5,085 per half-hour, and $3,390 per quarter-hour. This compares with a total for 23 cities under the existing rate card of $7,275, $4,365 and $2,910.

The rate for WABC was increased from $1,000, $600 and $400, to $1,250, $750 and $500. This makes the station the most expensive in the country on an hourly rate basis. The WLW rate is $1,200 per hour, $800 per half-hour and $532 per quarter-hour. Rates for both WEAF and WJZ, NBC New York keys were increased from $1,000 per hour to $1,200 per hour, $720 per half-hour and $480 per quarter-hour in the revised schedule announced two weeks ago [BROADCASTING, Nov. 15].

Many of the stations in the CBS fold are increased in rate. They vary from about $25 to $150 per hour, with the exception of WABC.

In his letter to agencies and advertisers announcing the revised schedule, H. K. Boice, CBS vice president in charge of sales, declared the new CBS network includes 10 new stations replacing previous facilities, and that CBS has increased its audience by over 30% in the two years since current rates were established. He explained that current contracts, if continued without interruption, could be renewed at the old rates until Jan. 1, 1938.

In a separate letter, Mr. Boice stated that WRVA, Richmond clear-channel station with 5,000 watts, would join the network not later than June 29, 1937, replacing WMBG, which is expected to become aligned with NBC in place of WRVA. Night rates for the station, Mr. Boice stated, would be $200 per hour, $120 per half-hour and $80 per quarter-hour.

Mr. Boice's letter on the rate revision follows in full:

The new card reflects a year's progress. It lists 19 stations which have increased their power since the last Columbia rate card was issued 12 months ago. It includes 10 strategically located stations which have been added to the network, replacing previous facilities or still further intensifying Columbia's coverage in new areas.

And in these past 12 months—with an unprecedented total of almost 8,000,000 new sets purchased for the home or automobile—the radio audience has recorded its increasing interest in broadcasting.

Many of these new sets were bought by radio families as additions or replacements to continue and improve their listening; the others went to new radio families, raising last year's total of radio homes in the United States (22,869,000) still closer to complete saturation of the country's population.

These new Columbia station facilities, new sets and new radio families in 1936, following hard on the previous record increases of 1935, have increased the Columbia Network audience by over 30% in the two years since Columbia's current rates were established.

In view of these, an adjustment of Columbia's rates has been made. The new rates average an increase of 9% for Columbia Network facilities—less than a third of the economies effected in the last two years by Columbia advertisers, in reaching audiences greater than have ever before been available.

Broadcasting under current Columbia contracts, or renewals, if continued without interruption, may be continued at present rates until Jan. 1, 1938. Stations now affiliated with the Columbia network, if available and added to existing contracts or renewals, will carry the present rates until January 1, 1938. The new rates will apply to all new periods contracted for on and after Jan. 1, 1937.

DANA WATERS, assistant advertising manager of WSB, Atlanta, was elected to the city council of Forest Park, an Atlanta suburb, in the recent elections.

Franco to Y. & R.

CARLOS FRANCO, effective Dec. 1, will join the radio department of Young & Rubicam Inc., New York, as network radio time buyer, talent buyer and general service contact. Mr. Franco for the last six years has been a member of NBC's sales staff in Radio City and has been the network's sales contact on all General Foods accounts, as well as Bristol-Myers, Axton-Fisher Tobacco Co., and others. Before joining NBC Mr. Franco had been advertising manager of *Radio Mechanics*. He was also with Equitable Radio Corp., now dissolved. Jack Davidson who has been handling the time buying assignment for the last two years, resigns from the agency effective Jan. 1. George McGarrett, formerly of the CBS, New York, production department, has resigned to join Y & R's radio production staff.

Meeting Plan Deferred

PLANS FOR a meeting in New York Nov. 23 to consider the project for spot promotion by radio station representatives were deferred indefinitely on that date by James L. Free, president of Free & Peters and Free, Johns & Field, when a quorum failed to appear. Mr. Free's plan contemplated an appropriation of some $16,000 by leading representation organizations to defray the cost of a trade advertising campaign devoted to spot broadcasting.

Albertson Buys WMBO

TRANSFER of control of WMBO, Auburn, N. Y., from George I. Stevens to Roy L. Albertson, owner of WBNY, Buffalo, was approved Nov. 24 by the FCC Broadcast Division. Simultaneously, the Division approved removal of the transmitter, installation of new equipment including a vertical radiator, and increased day power from 100 to 250 watts on the 1310 channel, with unlimited time.

TASTYEAST'S CHAMP—Jack Adams, (left) vice president of J. P. Muller & Co., New York agency, watches Sam Green, president of Tastyeast Co., Trenton, sign contract for services of James J. Braddock, heavyweight champion. Adams arranged the deal, which calls for a 52-week series of dramatic programs on 18 NBC-Blue stations, Tuesdays, Wednesdays and Thursdays, 7:15-7:30 p. m., starting Dec. 1. Script will be written by Jack Kofoed, sports writer, and Stella Unger, of the agency radio staff, and will be titled *My Battle With Life*. A ringside description of the proposed Braddock-Louis fight in Atlantic City under Tastyeast sponsorship is being considered. On the desk, near Mr. Green's right hand is one of the old WKY carbon microphone souvenirs.

Appeals Court Bill To Be Introduced

TWO BILLS of potential importance to broadcasting will be introduced early in the next session, according to statements made Nov. 25 by Senators Logan (D-Ky.) and O'Mahoney (D-Wyo.)

Senator Logan said he would introduce a measure for the creation of a Federal Administrative Court to which could be appealed decisions from independent commissions and boards. Such a proposal has been fostered by the Committee on Administrative Law of the American Bar Association during the last two years.

In connection with this measure, Senator Logan said this court could determine "whether commissions and boards have abused their authority" in the issuance of orders and in their decisions. Appeals from this Administrative Court would be direct to the Supreme Court since this agency would sit as a sort of "super-commission" with judicial power over all of the independent boards and commissions.

Senator O'Mahoney asserted he would introduce a measure, probably to be called the "Federal Incorporation Law", which would require all concerns engaged in interstate commerce to procure a Federal charter. He added, however, that the legislation would specifically exempt such industries as radio broadcasting, communications and other common carriers regulated by specific Federal agencies. This proposed legislation is seen as a possible substitute for NRA.

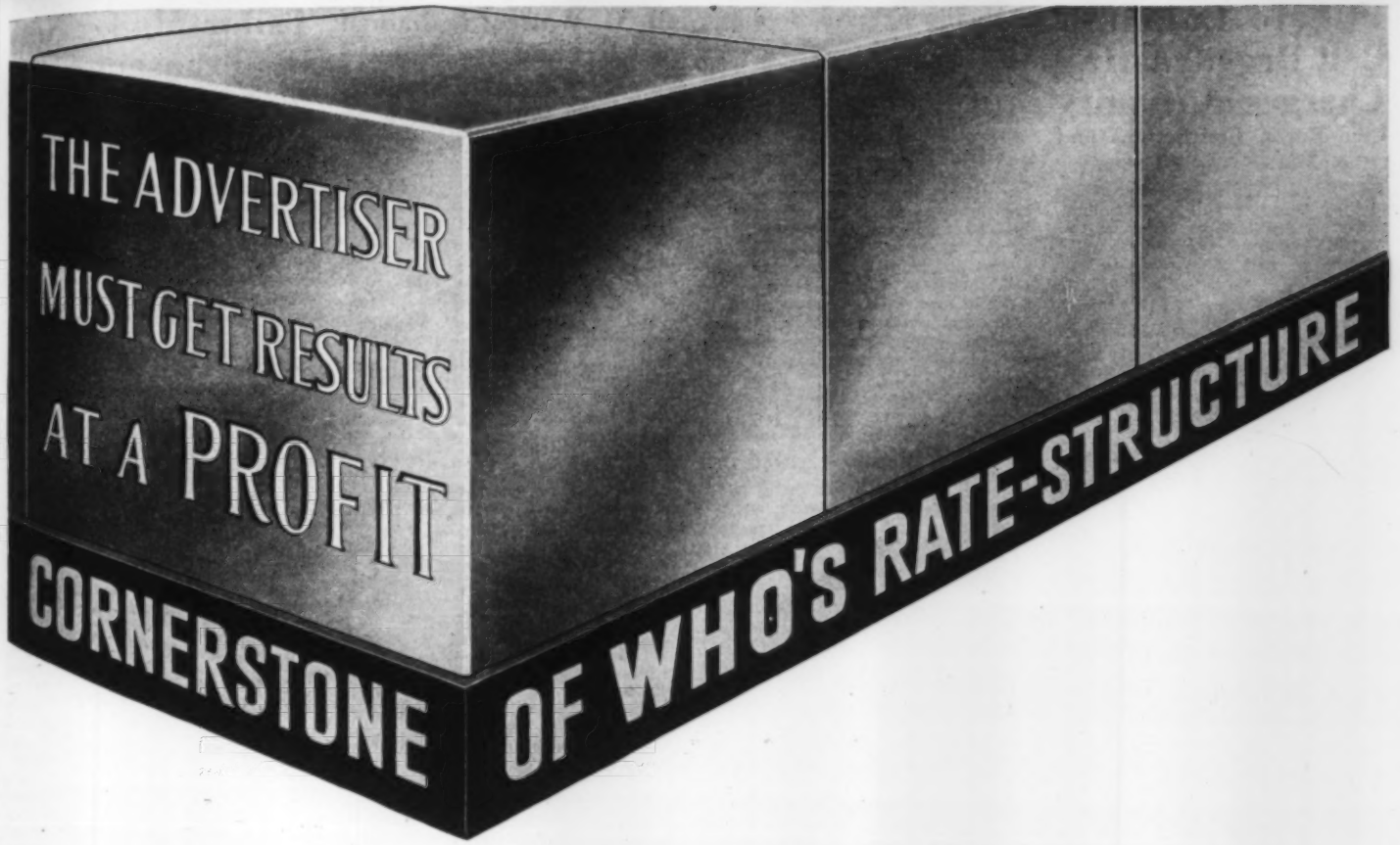
Both of these bills after introduction, it is presumed, would be referred to the Senate Judiciary Committee. Whether hearings will be held on either or both, of course is problematical.

Tripak Hosiery Testing

ON BEHALF of Tripak, Albert Frank-Guenther Law Inc., New York, has placed a series of test programs on seven Eastern stations which have women's participation hours. Sponsor is using two broadcasts weekly for another four weeks. Tripak is a new method for selling women's hosiery, three stockings being packed in each box, instead of the usual two so the extra stocking can be used if a run or hole develops. Stations used are WGY, KDKA, WBAL, WNBF, WTIC, WHAM, WDBJ.

Pontiac College Plans

PONTIAC MOTOR Co., Detroit, shortly after the first of the year will undertake a new radio program over a nationwide chain, to be broadcast for half-hours on Wednesday nights. The program will consist of salutes to the larger universities and colleges of the nation. A different institution will be honored each week, with a brief history of the school, presentation of the band, glee club and other units of interest on the campus. Details were unavailable beyond those facts, as outlined to a group of dealers by C. P. Simpson, general sales manager of the company. The agency in charge is MacManus, John & Adams Inc., of Detroit.



● To radio advertisers, radio owes much of its amazing growth. Advertisers who could use radio at a profit, made possible the development of America's fine radio programs.

Fine programs increased the sale and active use of radio receivers. More receivers meant still more listeners, and increased sales - influence for radio.

The management of WHO has never lost sight of the foregoing facts. "The advertiser must get results at a profit"—has been the cornerstone of WHO's rate-structure, laid on a firm foundation of program service in keeping with WHO's tremendous power and range.

By making its facilities available to advertisers at rates unusually low, in comparison to the results obtainable, WHO has earned its position as one of America's outstanding dollar-for-dollar producers, not alone in radio, but in the entire field of advertising media.

WHO
Des Moines
FULL TIME
CLEARED CHANNEL
50,000 Watts

CENTRAL BROADCASTING COMPANY, DES MOINES
J. O. MALAND, Mgr. Phone 3-7147

National Representatives: FREE & PETERS, Inc. — New York, Detroit, Chicago, Los Angeles, San Francisco

FCC to Consider Bell Broadcasting Charges at Inquiry

Line Rates, Connections and Other Matters to Be Heard

RADIO ASPECTS of operations of the American Telephone & Telegraph Co. and its subsidiaries, involving costs for and conditions of supplying broadcast lines, will be covered in the FCC telephone investigation to be resumed Dec. 8, it was learned Nov. 25.

Chairman Paul Walker of the FCC Telephone Division declared that one of the subjects to be considered with the resumption of the inquiry would be that of the "general setup" of the Bell companies in connection with the broadcasting industry. He did not elaborate. Samuel Becker, acting special counsel of the FCC telephone investigation, has made an intensive study of the relationship of the broadcasting industry with A. T. & T. insofar as rates and requirements are concerned.

Broadcast Rates

PRESUMABLY, this phase of the investigation will cover all matters pertaining to A. T. & T. and subsidiary company rates for broadcasting lines, terminal connections and various classes of service. Data procured from broadcasting stations by Mr. Becker through questionnaires probably will serve as the nucleus of the inquiry.

On Sept. 21 the A. T. & T. announced rather sweeping revision of its telephone line rates for broadcast service of a rather sweeping nature [BROADCASTING, Oct. 1]. These farreaching reforms became effective Nov. 1 and also are being adopted by the 24 associated Bell companies. They included provisions which will result in an estimated annual reduction of some $250,000 for broadcast customers and liberalize many old practices against which complaints have been made.

RCA Service Series

RCA MFG. Co., Camden, on Nov. 23 started a six-week test series on WIP, Philadelphia, titled *Service Men's Meeting of the Air*, 8:45-9 a. m. The program is an RCA-Victor transcription designed to interest the 3,000 radio service men in the Philadelphia area. Each program allows service men to test meter equipment by a frequency signal from 50 to 6,000 cycles. Advertisements in the *Philadelphia Inquirer* and *Philadelphia Record* on Nov. 22 plus direct mail to all service men were used [see page 76]. If the test proves successful, the program will be launched nationally. Lord & Thomas, New York, placed the account.

Sleetmaster Expands

ANDERSON Co., Gary, Ind. (sleetmaster, an automatic sleet remover for auto windshields) on Nov. 30 added WGN, Chicago, to its radio schedule with evening time signals, once daily, six days a week, for six weeks. On Dec. 6 client will take over the sponsorship of the Sunday night Transradio news series on WOR, Newark, 11-11:15 period, for 10 weeks. Schwab & Beatty Inc., New York, has the account.

Michigan Fund Sought

MEMBERS of the Eastern Michigan Tourist Association, meeting at Bay City in November, decided to ask the Michigan state legislature to appropriate $300,000 every other year to advertise the state nationally as a playground. At present the state matches dollar for dollar, up to a certain amount, the money raised by subscription by the various tourist and resort associations of the state. Advertising has been carried on in various forms in a limited way. The tourist association members were told that resorts are Michigan's second largest industry, ranking next to the manufacture of automobiles.

Cycle Trades of America Starts Holiday Campaign

CYCLE TRADES OF AMERICA, New York (bicycle association), is using quarter-hour programs each Friday on WJZ, New York, and WBBM, Chicago, plus live announcements on 56 other stations in its annual Christmas campaign promoting bicycles as presents. WJZ and WBBM programs began Nov. 27 and will run for four weeks. The Picken Sisters are featured in the WJZ period with a musical program on WBBM. The spots, station breaks and 100-word announcements are broadcast once weekly until the week before Christmas. Stations are:

WAPI, WSFA, WOC, KTHS, KFI, KGO, KOA, WTIC, WDEL, WJSV, WJAX, WQAM, WSB, WFBM, WHO, WIBW, WHAS, WSMB, WSCH, WBAL, WBZ-WBZA, CKLW, WOOD, WJIM, KSTP, WJDX, WREN, KGHL, KWK, KOIL, WPG, WGR, WHAM, WGY, WFBL, WBT, KFYR, WDAY, WCKY, WTAM, WHIO, KVOO, KEX, WCAU, KDKA, WJAR, WFBC, WNOX, WMC, WSM, WFAA, WOAI, KOMO, KFPY, WIBA.

Announcements were placed direct; Greenleaf Co., Boston, placed the WJZ account.

M. C. Watters Is Named By Kennedy to Manage West Virginia Stations

M. C. Watters

L. C. Wheeler

MORTIMER C. WATTERS, for the last three years commercial manager of WHEC, Rochester, a Gannett newspaper station, resigned Dec. 1 to become director of the two West Virginia stations recently purchased by John A. Kennedy, publisher of the *Clarksburg Exponent*. Mr. Kennedy's newspaper also holds a construction permit for a new 250-watt daytime station on 1370 kc. in Clarksburg, now under construction, to be known as WBLK. His plans include the formation of a state network to be supervised by Mr. Watters.

Mr. Kennedy recently purchased WCHS, Charleston, W. Va., a 1,000-watt day and 500-watt night station on 780 kc., and WPAR, Parkersburg, a 100-watter, both to be directed by Mr. Watters.

Mr. Watters, who is only 27 years old, is a 1932 graduate of Georgetown University. While still in college, he became associated with Vincent Callahan, NBC commercial manager in Washington, and then was named radio director of Lewis Edwin Ryan Co., Washington agency, before joining WHEC. He is succeeded at WHEC by LeMoine C. Wheeler, 34, who has been employed in radio as sales representative and announcer and who lately has been in the employ of Atlantic Refining Co. Mr. Wheeler is the son of Clarence Wheeler, co-owner of WHEC.

Tailor-Made Nets By Transamerican

Talent Tieup With Warners Also Said to Be Pending

POSSIBLE offering of "tailor-made" networks to advertisers by Transamerican Broadcasting & Television Corp., six-month-old entity in the broadcasting field, was indicated Nov. 23. While details were lacking, the plan is said to embrace origination of programs on the Pacific Coast with stations to be selected according to the desires of clients.

A talent arrangement with Warner Bros. motion picture interests, whereby Transamerican could offer featured artists for radio presentation, also is reported as embraced in the activity of the company, now conducting a general radio representation and program-building business. Similar talent deals are contemplated by the company with other motion picture groups.

A full-time network, either national or regional, is not encompassed in Transamerican's plans. Rather it would align stations over special wires to fit advertiser requirements. It already represents a group of stations in the national field, including WLW, WCAU, WHAM, WXYZ and WOL, and within the past fortnight has added KFEL, Denver. These stations, it is assumed, would form the nucleus of any such tailor-made network.

Gosch in Hollywood

JUST HOW Transamerican's relationship with Warner Bros. will develop is problematical at this time. Jack Warner, one of the principals in the motion picture organization, is understood to be financially identified with the project, and the program tieup between the two has been evidenced in the fact that KFWB, Hollywood, owned by Warner Bros., is represented by Transamerican, and the organization also is offering for sale certain of the programs originated on that station.

Martin Gosch, in charge of radio exploitation in New York for Warner Bros., arrived in Hollywood last month on a special assignment in connection with KFWB activities. He has devoted much of his time since joining Warner's six months ago to procuring station publicity for Warner theatres and productions. His work in New York now is being handled by S. H. Rechetnik.

Don Becker, former assistant general manager and program director of WLW, Cincinnati, also is in Hollywood, but he was declared at Transamerican headquarters to be doing free-lance work in connection with certain of his radio productions, dealing direct with advertisers and agencies. He may handle productions, both transcribed and live, for Transamerican but on assignment rather than on a regularly employed basis.

Chilean Nitrate Campaign

CHILEAN NITRATE EDUCATIONAL BUREAU, New York (fertilizer) is placing a test campaign, using quarter-hour discs twice weekly. The list of stations has not been announced. O'Dea, Sheldon & Co. Inc., New York, is agency.

Three New Stations Granted by FCC; Large Number of Applications Refused

EMBARKING upon an unusual wave of denials, the FCC Broadcast Division during the last fortnight cleared its docket of many pending cases for new stations or increased facilities [see page 74] and granted three new ones, all in the local category.

At its Nov. 17 meeting, it authorized a new station in Santa Rosa, Cal., to the *Press-Democrat*, on 1310 kc., with 250 watts daytime. At its meeting Nov. 24, it authorized a new full-time station at Gallup, N. M., on 1500 kc., 100 watts, to A. W. Mills, electrical engineer and contractor, and on the same day it reconsidered and granted a new full-time station at Great Bend, Kan., for Ernest Edward Reuhlen, on 1370 kc., with 100 watts.

Hammond Grant Suspended

AT THE same meeting, however, with Chairman Prall dissenting, the Division suspended its order of Sept. 22, granting the Hammond Calumet Broadcasting Corp., operating WWAE, a new station on 1480 kc., with 1,000 watts daytime, because of a protest from WKBW, Buffalo. The application was ordered set for hearing.

Among the important actions at the Nov. 17 meeting were:

Granted KSO, Des Moines, authority to increase day power to 2,500 watts, sustaining Examiner Dalberg.

Granted KLS, Oakland, Cal., full time on 1280 kc. in lieu of daytime on 1440 kc. sustaining Examiner Bramhall.

Denied WHB, Kansas City, full time on 1120 kc. in lieu of its present daytime on 860 kc, reversing Examiner Dalberg.

Granted KFOX, Long Beach, Cal., increase in day power from 1,000 to 5,000 watts, reversing Examiner Walker.

Granted WHAZ, Troy, N. Y., power increase from 500 to 1,000 watts.

Granted WCMI, Ashland, Ky., and KPLC, Lake Charles, La., increase in day power from 100 to 250 watts.

Dismissed applications of following for new stations at request of applicants: John E. Fetzer, seeking 100 watts daytime on 1500 kc. at Benton Harbor, Mich.; Eau Claire Broadcasting Co., seeking 100 watts on 1210 kc. in Eau Claire, Wis.; Ed Klies, seeking 1,000-5,000 watts on 1280 kc. (facilities of KFBB) at Helena, Mont.

BERTRAM LEBHAR Jr., WMCA sales manager, entered his bridge team in the Vanderbilt Bridge Tournament held in New York and they were not eliminated until the round preceding the semi-finals.

Giving the Sponsor His Money's Worth

The Case for Station Merchandising, a Controversial Point of Long Standing; Distribution Problems

By H. S. CHRISTIAN

Merchandising Manager, Michigan Network

SHOULD a station help in the merchandising of a sponsored product, and if so at what point should this free help end? This controversy still rages with unabated fury. Those against free merchandising say the practice is essentially a rate reduction. Those for it say that the cost of merchandising is a well directed expenditure that quickens the sponsor's marketing success, and pays dividends in extended contracts and lessened free help. The question is still wide open. The solution of this problems rests in an analysis of the advertising and merchandising factors. One cannot succeed without the other.

Let us assume that the solution is left to the client whose business is located in another part of the country remote from the station. The client launches a campaign and faces the problem of merchandising his product, confident that radio advertising will do the job intended.

Costs and Prestige

BUT THE inadequate dealer setup retards consumer sales. Figures show high cost of per capita sales, and the sponsor does not renew his contract. Radio advertising suffers a blow to its prestige, but most of all, the cost of selling that campaign, plus that of acquiring another new sponsor, cuts into station profits, and other possible sponsors regard this failure as indicative of radio's ineffectiveness.

On the other hand, this same product might have been saved to a long run of successful radio advertising through the station's help in securing adequate dealer distribution in cooperation with the sponsor's own sales crew, simultaneously with the consumer drive by radio.

This is not a theory, but a genuine condition that everybody in the advertising business knows about and realizes must be corrected. It is my belief that success can be accomplished through intelligent merchandising assistance by the station. It knows its market, its pecularities, and can reach it to the best advantage quickly.

In doing this, three things are accomplished: A satisfied client; a vindication of the station's worth; and a closer working alliance with the wholesaler and retailer.

Selling the consumer is only half of the job. The dealer must be sold to the same degree. The dealer is interested only in profit. His interest in advertising is in its power to sell more goods. If you

H. S. CHRISTIAN

can show him how to tie in with the radio program and properly display the merchandise and use display material in connection with the advertised product, he is bound to cooperate 100% with the advertising effort.

This can only be done by a merchandising staff that is acquainted with local market conditions as each dealer knows them; a staff that capably ties in its knowledge of merchandising with the advertising plan.

WXYZ has recognized the importance of such a service and the opportunity it affords of bringing new accounts into its fold, and retaining the old. We have gone further in developing this type of assistance than the majority of stations by completely covering every angle of merchandising.

The work of this department is done by a staff of five men who have handled practically every type of product in the food and drug industry. Their training is an advantage in judging the possibilities of a product. They know how to apply their knowledge for quick results. Their intimate acquaintance with dealers gives them a decided advantage over a client's sales staff unacquainted in a new territory.

We have no set routine to be followed in merchandising an account. Before deciding upon the type of support that is required we first consider the nature of the product, its distribution setup, marketing problems and other salient factors having a definite bearing upon dealers and consumers.

First, we notify all jobbers of the forthcoming radio campaign its type, frequency, marketing possibilities of the product and the objective which we desire to reach.

From this point on field men start contacting the trade. Each man is supplied with a presentation booklet outlining the plan, the product, its uses, packaging appeal, margin of profit, along with pictures, counter and window displays, and information relative to the best selling methods of presenting the product to the buyer.

Our next step is the selling of managers and clerks, and securing of bona fide orders. Then follows store helps, suggestions and the placing of window and counter display cards. After six weeks a survey of the progress being made, such as the amount of retail sales, competitive situations, dealer and consumer acceptance, is furnished to the advertiser.

When we finish a job of this kind at the end of 13 weeks, the new manufacturer is able to carry on for himself, because we have thoroughly established his product with the dealers. He finds them in a very receptive mood, and willing to cooperate in every detail.

In opening the market in this manner the client continues to advertise. In many instances he increases his advertising, because of the sales increase which always results when satisfactory distribution is tied in with good advertising. In such cases we cut the mortality to a minimum. Many stations wonder why their clients drop off at the end of 13 weeks. The answer is obvious. No merchandising, no dealer enthusiasm. No dealer enthusiasm, no sales push, etc.

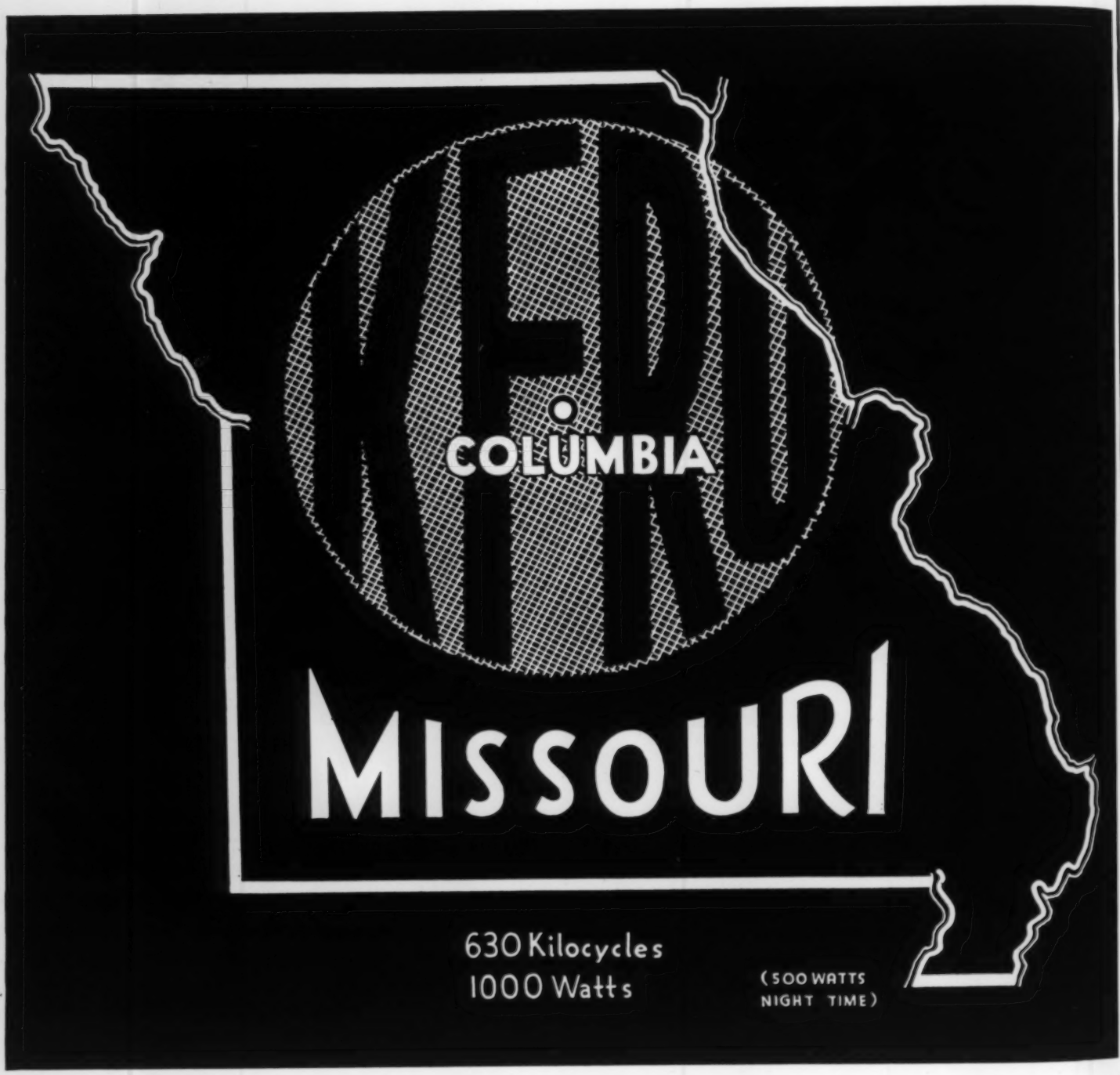
How much more satisfying it is to assure the advertiser of results so that he will continue and at the same time, give the broadcaster a chance to absorb the initial cost of merchandising through a continuance of contracts.

The importance of this service is becoming greater every day. We find that national advertisers are turning to local stations to supplement their network campaigns. They have come to the realization that while networks can do a broadened national job, there is need of expert merchandising where population is densely concentrated.

FOR ASPIRIN—Some 300 window displays were erected by the Michigan Network merchandising department to aid introduction of Ka-Fen in that market.

NETWORK NEWS—Miles Laboratories Inc., using a Michigan Network news period six days a week for Alka-Seltzer, had good distribution, it thought, until the network's merchandising department stocked another 1,000 retailers, put this display material in 2,000 stores, installed fountain dispensers, and secured 1,000 window displays without cost to the advertisers. The network's merchandising setup is described above.

A Sales Message Over **KFRU**—
—Covers The Center of Missouri



National Representatives

WILSON—DALTON—ROBERTSON

Kansas City, Mo.
1329 Baltimore Ave.

Chicago
1530 Mather Tower

New York
250 Park Ave.

KFRU is owned and operated by The St. Louis Star-Times Publishing Company

Permits for 54 New Stations Granted by FCC During Year

Total Number of Stations Is Increased to About 675; Deletions, Mergers, Newspaper Ownership

CONSTRUCTION permits authorizing the erection of 54 new broadcasting stations, most of them in the local category and some of them already on the air, have been issued by the FCC Broadcast Division since Jan. 1, 1936, according to a recapitulation by BROADCASTING. This brought the total number of authorized radio stations in the United States and its territories to approximately 675, which is still under the total of 735 that existed in 1927 when the old Federal Radio Commission took over the regulation of radio, but it is a considerable increase over the 625-odd that existed after the famous reallocation of 1928.

During the first 11 months of this year, the recapitulation also shows, the FCC ordered the elimination of KGBZ, a daytime regional in York, Neb.; KWEA, a 100-watter in Shreveport, La.; WOS, a 500-watt time-sharing station in Jefferson City, Mo., formerly operated by the Missouri State Department of Marketing, and WCAC, a 500-watt time-sharing station at Storrs, Conn., formerly operated by Connecticut State College. In the cases of WOS and WCOC both licensees voluntarily dropped their licenses.

Mergers and Shifts

IN ADDITION the Commission authorized the merger of KFJR, Portland, Ore., with KALE in the same city, with which it formerly shared time with 500 watts on 1300 kc., and to use the KALE call, thus eliminating another station. It authorized KGFF, local at Moorhead, Minn., to be moved into Duluth, where it is now operating as a new station under the call letters KDAL, and it authorized WMFN, local at Clarksdale, Miss., to move into Granada, Miss., where it is not yet in operation.

Of the 54 new stations authorized thus far during the year, 19 are directly or indirectly through the same stock ownership identified with newspapers; their corporate affiliations will be disclosed in detail in the 1937 Year Book Number of BROADCASTING now in process of compilation.

New Stations Authorized

FOLLOWING is the list of new construction permits issued since Jan. 1, 1936; asterisks indicate station is now on the air, according to latest advices:

ALABAMA

WBHP, Huntsville — CP issued to Wilton Harvey Pollard; 100 watts on 1200 kc.

*WJRD, Tuscaloosa — CP issued to James R. Doss Jr., operator of WMFO, Decatur; 100 watts to local sunset on 1200 kc.

CALIFORNIA

KROY, Sacramento — CP issued to Royal Miller, local automobile dealer; 100 watts to local sunset on 1310 kc.

KVCV, Redding—CP issued to Golden Empire Broadcasting Co. (William Schied, Harold Smithson and Sydney R. Lewis, also owners of KHSL, Chico, Cal.); 100 watts on 1200 kc.

KVSC, San Diego — CP issued to Pacific Acceptance Corp. (K. L. Banning and Willard Fonda); 100 watts on 1200 kc.

KVEC, San Luis Obispo — CP issued to Valley Electric Co. (Christina M. Jacobson, electrical dealer); 100 watts to local sunset on 1500 kc.

KSRO, Santa Rosa — CP issued to Press Democrat Publishing Co. (Ernest L. Finley, publisher); 250 watts daytime on 1310 kc.

KYOS, Merced—CP issued to Merced Star Publishing Co. (Ray, Hugh and Peter McClung); 250 watts daytime on 1040 kc.

KHUB, Watsonville—CP issued to F. W. Atkinson, publisher of *Watsonville Pajaronian* and *Register;* 250 watts daytime on 1310 kc.

CONNECTICUT

*WNLC, New London — CP issued to Thames Broadcasting Co. (Roderick L. Morey, Edwin J. Morey and Daniel E. Noble); 100 watts daytime on 1500 kc.

FLORIDA

WFOY, St. Augustine—CP issued to Fountain of Youth Properties Inc. (Mayor Walter B. Fraser, Mrs. Fraser and Frank Upchurch); 100 watts on 1210 kc.

GEORGIA

*WAYX, Waycross—CP issued to Waycross Broadcasting Co. (Dr. E. F. Sapp and S. F. Sapp); 100 watts on 1200 kc.

ILLINOIS

*WDWS, Champaign—CP issued to Champaign News-Gazette Inc. (D. W. Stevick, publisher); 100 watts on 1370 kc.

INDIANA

WHIP, Hammond—CP issued to Hammond-Calumet Broadcasting Corp., also operators of WWAE, Hammond; 5,000 watts daytime on 1480 kc. (grant suspended Nov. 24 and set for hearing).

*WGRC, New Albany—CP issued to Northside Broadcasting Corp. (Arthur L. Harris, Charles Lee Harris and Adolph L. Zeller); 250 watts daytime on 1370 kc.

IOWA

KGLO, Mason City — CP issued to Mason City Globe Gazette Co. (Lee Syndicate newspaper, Lee P. Loomis, publisher); 100 watts on 1210 kc.

KANSAS

KOAM, Pittsburg—CP issued to Pittsburg Broadcasting Co. (A. Staneart Graham, E. V. Baxter and Norman Baxter); 1,000 watts daytime on 790 kc.

KSJS, Salina—CP issued to R. J. Laubengayer, publisher of *Salina Journal;* 100 watts on 1500 kc.

*KANS, Wichita—CP issued to Charles C. Theis; 100 watts on 1210 kc.

NEW, Great Bend—CP issued to Ernest Edward Ruehlen; 100 watts on 1370 kc. (call letters still unassigned).

KENTUCKY

WLMU, Middlesboro—CP issued to Lincoln Memorial University, Harrogate, Tenn.; 100 watts on 1210 kc.

MAINE

WGAN, Portland — CP issued to Portland Broadcasting System Inc. (George W. Martin, Clarence A. Brown and Everett M. Holden, who have stock under option to *Portland Press-Herald*); 500 watts to local sunset on 640 kc.

MINNESOTA

*KDAL, Duluth—CP issued to Red River Broadcasting Co. (Dalton LeMasurier, president) to move former KGFK, Moorhead, Minn., into Duluth; 100 watts on 1500 kc.

KVOX, Moorhead — CP issued to Hobert K. Herbst, owner of Herbst Department Store; 100 watts on 1310 kc., to share time with KRMC, new station in Valley City, N. D.

*WMIN, St. Paul — CP issued to Edward Hoffman, owner of Edward Hoffman Co., furniture dealers; 100 watts on 1370 kc.

MISSISSIPPI

WMFN, Granada — CP issued to Attala Broadcasting Corp., operators of WHEF, Kosciusko, Miss.; 100 watts on 1210 kc. (WMFN formerly was operated in Clarksdale, Miss.)

MISSOURI

KWOS, Jefferson City—CP issued to Tribune Printing Co., publisher of *Jefferson City Capitol-News* and *Post-Tribune;* 100 watts daytime on 1310 kc.

KXOK, St. Louis—CP issued to Star-Times Publishing Co. (Elzey Roberts and John C. Roberts Jr.), also owners of KFRU, Columbia, Mo.; 1,000 watts on 1250 kc. (Grant suspended pending litigation.)

MONTANA

KDNC, Lewiston—CP issued to Democrat-News Inc. (Harry E. Lay, E. G. Ivins and Tom Stout); 100 watts on 1200 kc.

NEW YORK

WNNY, Watertown — CP issued to Black River Valley Broadcasts Inc. (Henry A. Wise, president); ownership interlocks with WFBL, Syracuse; 100 watts night and 250 watts to sunset on 1420 kc.

KEHE'S BARBECUE

Festivities Planned for New Station and Plant

AN IMMENSE circus tent, planted in front of the new transmitter plant of KEHE, Los Angeles' newest station on Moynier Lane near Culver City, will be the scene of inauguration festivities in which advertising executives and the press will participate Dec. 7, the day before the Hearst station turns on its 1,000 watts night and 5,000 watts day on 780 kc. Because the site is part of an early Spanish land grant, oldtime Spanish chefs have been engaged to serve a barbecued meal.

The elaborate new Hearst plant [BROADCASTING, Nov. 1] has a 475-foot vertical radiator, one of the highest along the Pacific Coast, fabricated by International Derrick Equipment Co. It is surmounted by a 400-millimeter airplane beacon. Both RCA and Western Electric equipment is used, with power supplied by a substation for current from Boulder Dam.

With the new transmitter ready to go on the air, ground was also broken in latter November for the new KEHE studio building at 141 N. Vermont Ave., Los Angeles. The same architects, Morgan, Walls & Clements, who drew plans for the transmitter structure, are handling the studio. The new building will be ready for occupancy early in 1937.

KEHE on Dec. 8 will become affiliated with the *Los Angeles Herald-Express*, local Hearst newspaper, which will terminate its affiliation with KFAC on which it has been carrying both sponsored and news broadcasts. All arrangements for the inaugural are in the hands of Ford Billings, Hearst Radio Inc. representative on the Pacific Coast, and C. B. Juneau, station manager.

NEW MEXICO

KLAH, Carlsbad — CP issued to Carlsbad Broadcasting Co. (Jack W. Hawkins, Barney H. Hubbs, A. J. Crawford and Harold Miller); 100 watts on 1210 kc.

NEW, Gallup—CP issued to A. W. Mills; 100 watts on 1500 kc. (call letters still unassigned).

NORTH CAROLINA

WFTC, Kinston—CP issued to Jonas Weiland, radio engineer; 100 watts night and 250 watts to local sunset on 1200 kc.

WAIR, Winston-Salem—CP issued to C. C. Hill, George D. Walker and Susan H. Walker; 250 watts to local sunset on 1250 kc.

NORTH DAKOTA

KRMC, Jamestown—CP issued to Roberts McNab Co. (Arthur L. Roberts, R. B. McNab and A. J. Breitbach); 100 watts on 1310 kc., to share time with KVOX, new station in Moorhead, Minn.

*KOVC, Valley City—CP issued to George B. Bairey; 100 watts on 1500 kc.

OHIO

WBLY, Lima—CP issued to Herbert Lee Blye; 100 watts daytime on 1210 kc.

SOUTH DAKOTA

*KOBH, Rapid City—CP issued to Black Hills Broadcast Co. (Robert Lee Dean, C. A. Quarnberg and H. C. Jewett Jr.); 100 watts on 1370 kc.

KELO, Sioux Falls — CP issued to Sioux Falls Broadcast Association Inc., operator of KSOO, Sioux Falls; 100 watts on 1200 kc.

TENNESSEE

*WAPO, Chattanooga—CP issued to W. A. Patterson, oil dealer; 100 watts daytime on 1420 kc.

TEXAS

*KRBC, Abilene — CP issued to Reporter Broadcasting Co. (*Abilene Reporter*, M. B. Hanks, George S. Anderson and Houston Harte); 100 watts on 1420 kc.

Elliott Roosevelt Says President Shows Keen Interest in Advertising

AT THE annual convention of the 12th district, Advertising Federation of America, Elliot Roosevelt, Southwest vice president of Hearst Radio, was elected a member at large. Responding to the election, he told the convention:

"I do not know whether to speak to you as the son of my father, or as the representative of the Hearst interests, for as you know they are slightly divergent. I do want you to know, however, that one man in America is keenly interested in the progress and protection of the advertising profession, and that is my father. I discussed my entering the advertising field with him, and he heartily approved."

Neal Barrett, manager of KOMA, Oklahoma City, was elected governor of the division. Will C. Grant, advertising director of Lone Star Gas System, Dallas, the retiring governor, presided at the business sessions of the convention, which was held in mid-November. Margaret Marable, Lone Star radio director, took part in a half-hour motion picture titled "Making a Sales Presentation Stay Presented".

Cox Seeks Station

NOW operating WHIO in conjunction with the *Dayton* (O.) *Daily News* and WIOD in conjunction with the *Miami* (Fla.) *News*, the publishing interests of former Gov. James M. Cox of Ohio, one-time Democratic presidential nominee, on Nov. 21 applied to the FCC for a 250-watt daytime station on 1120 kc. in Springfield, O. The applicant is Springfield Newspapers Inc., owned by the Cox interests and publishers of the *Springfield News* and *Sun*.

KBST, Big Spring — CP issued to Big Spring Herald Broadcasting Co. (Joe Galbraith, M. B. Hanks and Houston Harte); 100 watts on 1500 kc.

NEW, Corsicana — Navarro Broadcasting Association (J. C. West, president); 100 watts on 1310 kc. (Call letters still unassigned.)

KOCA, Kilgore—CP issued to Oil Capital Broadcasting Association (James G. Ulmer, president, is also manager of KGKB, Tyler); 100 watts on 1210 kc.

KPLT, Paris—CP issued to North Texas Broadcasting Co. (A. G. Mayse, president, M. B. Hanks and Houston Harte, stockholders); 100 watts daytime on 1500 kc.

*KRRV, Sherman—CP issued to Red River Valley Broadcasting Corp. (George H. Wilcox, publisher of *Sherman Democrat*, president); 100 watts daytime on 1310 kc.

KTEM, Temple—CP issued to Bell Broadcasting Co. (same ownership as *Temple Telegram*); 100 watts daytime on 1370 kc.

UTAH

KSUB, Cedar City — CP issued to Harold Johnson and Leland M. Perry; 100 watts on 1310 kc.

*KUTA, Salt Lake City — CP issued to Utah Broadcasting Co. (Frank C. Carman, David G. Smith and Grant Wrathall); 100 watts on 1500 kc.

KEUB, Price—CP issued to Eastern Utah Broadcasting Co. (Sam G. Weiss); 100 watts on 1420 kc.

WEST VIRGINIA

WBLK, Clarksburg—CP issued to Clarksburg Exponent Co. (John A. Kennedy); 250 watts daytime on 1370 kc.

WISCONSIN

WEAU, Eau Claire—CP issued to Central Broadcasting Co. (Ben McGivern, Morgan Murphy, and Walter Bridges); 1000 watts daytime on 1050 kc.

WSAU, Wausau — CP issued to Northern Broadcasting Co. Inc. (M. F. Chapin and Donald R. Burt); 100 watts daytime on 1370 kc.

PUERTO RICO

WPRA, Mayaguez — CP issued to Puerto Rico Advertising Co. (Manuel Marin, et al); 100 watts on 1370 kc.

Heard But Not Seen--A Production Problem

By ROGER BOWER
Senior Production Man and Announcer, WOR, Newark

Lacking a Set of Rules, the Producer of Radio Programs Must Catch Moods and Use Imagination and Inspiration

IN THIS article are set forth the moody, but stimulating reflections of a well-known radio production man. Roger Bower came into radio 12 years ago. At first he managed WNJ, then joined WMCA. He has been at WOR for nine years as announcer and production man. During that time he has produced Witch's Tale, Jazz Nocturne, Market & Halsey St. Playhouse, The Grummits, Men of WOR, Show Windows, etc. Before entering radio, Mr. Bower was an actor. He has appeared in dramatic, musical comedy, comedy and vaudeville shows.

SEVENTY per cent of the American advertising agencies and independent radio producers know that there's something wrong with the radio shows they create, but they don't know what to do about it.

The bespectacled wordsmiths of Park Avenue and Michigan Boulevard sense this; as do program directors, station staff men and the listener, most helpless of all afflicted. And what do they do? Nothing . . . they merely drop their heads and fretfully admit defeat.

And radio goes on, vehemently demanding pearls and receiving oysters in return. For only the superficial observer will insist that the radio shows of today can claim honest ranking with the musical comedies and dramas of the legitimate stage.

"But, wait," cry the demagogues, "radio is young. Radio cannot be expected to . . ." Yes, radio may be young, but the show business was old when the bard of Avon wrote a play which eventually was to reach us in celluloid. And if radio production were to be condemned upon the grounds of one failing alone, it would be its lack of showmanship; the lack of that intangible thing which is solely part of the man who directs, casts and paces the shows we push out over the air.

What is Good Production?

GOOD radio production, as I understand it, is merely a facing of certain facts, a realization of some mistakes, a summing up of one's experience or one's self or of others into an expressed formula.

Good radio production, as I understand it, is a certain basic feeling for the tempo of each scene of each production. There should be a set of rules for the guidance of production men, but, unfortunately, there aren't and there never will be any rules for producing effective radio shows. One can depend only upon the result of one's own experience or the theories of others. Conscious technique in any art is painful.

I should say that most radio shows are poor today, because, fundamentally, their conception as a show is poor. The modern radio show is changed too often on paper, when it should be changed before the microphone.

We cannot control those intangibles, time, pace and sound; we cannot feel the throb, tug and force of them upon a few sheets of manuscript spattered with typewritten characters.

A line that reads invitingly may become the dullest string of words uttered when aired; ergo, the dullest line may become the most brilliant when properly cast, enunciated and placed.

Parts in radio shows are cast by voice, not by the physical appearance of a particular character, or the physical appearance of that character as it appears in the script writer's mind. Just as soon as more radio writers become aware of the fact that a show should be written about the voices it contains rather than the characters it is supposed to present, the sooner radio will have taken one definite step toward the production of better entertainment.

The Final Judge

RADIO itself is not entirely to blame for the shows being produced today. Sponsors and their advertising agencies come in for a count or two.

Fundamentally, when a script is turned over to a production man, he, and he alone, should be the final judge of how that show will reach the ears of the listeners to be entertained and, incidentally, sold. Too often, the sponsor or agency radio production man insists upon displaying his stupidity by "collaborating" to neither the listeners' nor his sponsor's benefit.

Names, too, are a curse to modern radio production. Advertisers naively believe that because their shows present famous names of the stage or screen that, automatically, their shows are marked for immortality. Nonsense! Names never made a show, but a good show can make names.

To me, radio production is almost entirely an emotional thing, and in all shows in which I have a producing hand, I endeavor to mold the skit, sketch or dramatic dialogue as it stirs and moves me. If I fail to react to a certain inflection of the voice, a previously planned sound effect or a certain line, I consider it conceivable that the public which shall eventually hear this show and pass final judgment upon it, will react in an almost identical manner.

Imagination vs. Inspiration

THERE is a great difference between imagination and inspiration in connection with the successful production of radio shows, but I believe that the capable radio producer should possess both to a great degree. There are, and always have been, two types of radio producers.

One, for instance, produces as he sees, follows his script carefully and all too well. The other possesses a mind which is a sort of old-fashioned theatrical kaleidoscope that forms little mental pictures without any great conscious effort. In other words, one radio producer uses trained observation, while the other possesses that rarest of attributes, spontaneous creation.

ROGER BOWER

Every fiber of this latter type is somehow magnetically in tune with the dialogue, movement and atmosphere of the show under his direction. Back in his consciousness is a definite blueprint of the show upon which he is working as seen by the writer who placed it on paper, but his appreciation of this picture is purely subconscious.

His conscious mind is creating a new, more colorful, more spontaneous, better paced and intensively more dramatic thing than that which was typed upon the script paper now in the hands of the announcer, cast and musicians. Only such radio production can create that applause which leaves a memorable impression on the minds of the sponsor and the listeners he must entertain and sell.

But how often is the radio producer permitted this liberty? How often are the few experienced radio producers of today permitted to create a show that will, to their own satisfaction, fill the requirements so rigorously adhered to in their own minds? Rarely, if ever.

Too Many Cooks

FREQUENTLY I have seen, so frequently as to be in dread and horror of the practice, sensitive and intrinsically worthwhile shows so mishandled and deliberately ruined by the puttering of sponsors and inexperienced producers that to enumerate them would be catastrophic.

I am convinced that if less time were spent in changing scripts, bargaining for names, searching for gags, squabbling over the length of commercials, and more time given to the correct pacing and timing of radio shows, that radio would benefit itself immeasurably, and the percentage of radio shows worth listening to would be infinitely higher.

Even in the editorial rooms of newspapers and magazines, where a higher intelligence is supposed to be found, one notices the instinctive urge to get a finger in the pie . . . and radio is cursed with it.

Although I remain firmly of the opinion that definite talent and feeling for pacing and atmosphere, like the talent of the singer, writer or musician, is a thing born in them, I know that a generous appreciation of good showmanship may be acquired and hidden talent uncovered and developed.

Radio's present bewilderment as to what the public wants would soon vanish if the public itself knew just what it wanted. But, until that day comes, radio should depend upon men with a definite feeling for public entertainment and what goes to make a good show to satisfy that public. Only in this manner can radio acquire that maturity of outlook and intrinsic worth as a medium of entertainment upon which success in any field is built.

Gas Campaign Renewed

REGIONAL ADVERTISERS Inc., New York, on Dec. 1 renews the *Mystery Chef* (cooperative gas association campaign) on 11 NBC-Red network stations, Tuesday and Thursday mornings for another 52 weeks. The same program is heard on five NBC-Red Pacific Coast stations Wednesday and Saturday mornings and will be renewed for 26 weeks effective Dec. 2. The *Mystery Chef* is also featured on several stations via transcriptions and it is assumed that the disc series will also be renewed. McCann-Erickson Inc., New York, has the account.

GARY BRECKNER, sports announcer at KNX, Hollywood, is the radio reporter in the Twentieth Century-Fox picture, *Cracked Up*. Bill Moore, of the *KNX Barn Dance*, also has a part in *The Holy Terror* at the same studios.

STATISTICS...OR *Results?*

Despite all the statistics in the world to show where a station can be heard—it's quite a different thing to prove it *is listened to*—and that listeners respond.

We don't know how many people listen to WLS—but *we do* know that in 1935 1,300,312 wrote us—and over 1,000,000 wrote during the first six months of 1936. They listened and responded.

We know where these million letters came from. We know they were prompted by listener loyalty resulting from programs built to the interests and preferences of Mid-West homes. *And we DO KNOW "Advertising Results Follow Listener Loyalty."*

WLS

THE PRAIRIE FARMER STATION

50,000 WATTS

870 KILOCYCLES

1230 WASHINGTON BOULEVARD, CHICAGO

BURRIDGE D. BUTLER, *Pres.*, GLENN SNYDER, *Mgr.*

National Representatives: JOHN BLAIR and CO.

Improvement of Sales Methods Studied by Pacific NAB Group

Sales Managers Division Discusses Differentials, Problems of Reps and Frequency Discounts

By DAVID GLICKMAN

HOW broadcast selling methods can be improved held attention at the first Pacific Coast regional meeting of the Sales Managers Division of the NAB in San Francisco Nov. 20, with Pacific Coast chairman H. M. Feltis of KOMO-KJR, Seattle, presiding. Morning open session of the one-day meeting, held in the Hotel St. Francis, with 23 Pacific Coast station managers and sales managers from California, Washington and Oregon attending, was given over to short talks and informal discussions with time buyers and advertising men.

Walter A. Burke, in charge of radio research for McCann-Erickson Inc., San Francisco, was one of the principal speakers. He stated that the average station does not know the kind of people it reaches, their economic status, their locations or interests. He recommended that a classification of stations be made as between those seeking national business and those seeking local business primarily. Stations soliciting local business should then prepare and present stories following the general procedure in the case of all other media, he said.

The Profit Motive

HIS SECOND point covered the profit motive prevailing in the use of all media, with particular reference to the necessity for maintaining fair values for the advertising dollar invested. He told how advertising works, and particularly how radio may be used to sell goods, giving many case histories showing what radio is doing for each client the agency has on the air and the danger of rate differentials, price cutting and discriminatory rates of all kinds. In this connection, he cautioned, a differential will not only bring about an unbalanced rate structure, and set up a system whereby rates will not be based on costs but what the traffic will bear. In addition, he explained, it will enable retailer to bargain, and thus place radio time on the basis of barter and will set a precedent difficult to control; for whenever local advertisements are able to obtain low local rates, any advertiser who can qualify as a retailer will demand preferential treatment of one kind or another. It will cheapen the value of radio time in the eyes of the retailer because it is offered so cheaply.

Lindsey Spight, Pacific Coast manager of John Blair & Co., station representatives, speaking for all the station representatives present, was also a guest speaker at the open session, having for his subject "Representatives Take A Look At Station Sales Managers". He told of the problems station representatives have to deal with and also offered many solutions which would bring about a greater cooperation.

"We can only sell with the information that you give us," he said, "and in most cases it is not nearly enough to do the sort of a job we would like to do." He urged that stations supply their representatives with fundamental information necessary to "sell" the station to an advertiser, pointing out that the data needed was in detail and covered four points, namely, coverage, popularity, pulling power data and merchandising service facilities.

San Francisco Advertising Club's radio departmental joined with the NAB Sales Managers Division for a luncheon meeting and had John M. Dolph, CBS Pacific Coast sales manager as guest speaker. His subject was "The Successful Small Show". Clyde F. Coombs, an NBC sales representative for western division and chairman of the Ad Club's radio departmental meeting, presided.

Merchandising Problems

DUAL RATE problems were discussed at the afternoon closed business session which was for members of the Sales Managers' Division of the NAB only. Consensus on this point was that two rates in many cases were justified. Dual rates in themselves were not such a great evil, it was pointed out. It was the misapplication of these rates. It was thought that two classifications, retail and general, would be a logical approach, all business to take the general rate with exception of stores which sell a variety of merchandise over the counter for retail only. Standardized frequency discounts were also the focus of attention, with the question raised if discounts should be given at the start of a contract or after earned retroactively. Sales managers present declared that it was a matter of individual opinion, depending upon the nature and type of contract and credit standing of the advertiser or agency.

It was unanimously agreed that there should be no discrimination in merchandising, that one advertiser should get no more than the other. It was urged that stations have a uniform policy and adhere to it. Opinions offered were that stations be careful otherwise they would find themselves getting too deep into merchandising work, since selling time was their media and not sales activity. Minor promotional assistance is the only thing the station is concerned with, it was pointed out.

Contract forms were also discussed. It was decided that the best contract to use was the 4-A form approved by the NAB. Opinion was expressed that a manufacturer be allowed to group a number of his products into one program. In cases of jobbers and distributors, they shouldn't be allowed to buy time for resale to manufacturers they represent.

L. W. McDowell of KFOX, Long Beach, secretary of the Southern California Broadcasters Association explained how stations in his territory have been able to clean up the problems of questionable agencies by demanding that they submit credit and financial statements, evidence of three active accounts and evidence of having an office and place of business. He pointed out that 80% of agencies have complied with that request and were given approved recognition.

No resolutions were passed but consensus of the meeting will be referred to the national meeting in Chicago on Jan. 18 for further discussion. At the morning open session a resolution of condolence was passed, to be sent to Mrs. Norman Storm, on the passing of her late husband, who was sales manager of KOL, Seattle.

Charles W. Myers, NAB president, attended the meeting, not as representing the association, but as an executive of his own stations, KOIN-KALE, Portland. Others who attended included: Arthur L. Bright, KFPY; Eugene Grant, NBC; Harry Witt, KNX-CBS; Clyde F. Coombs, NBC; Ward D. Ingrim, KFRC; Philip G. Lasky, KSFO; Bob Roberts, KYA; H. M. Feltis, KOMO-KJR, Seattle; Carleton Coveny, KJBS; Harrison Holliway, KFI-KECA, Los Angeles; L. W. McDowell, KFOX, Long Beach; H. J. Quilliam, KIRO, Seattle; C. L. McCarthy, KJBS, San Francisco; Charles S. Harper, KQW, San Jose; Ralph R. Brunton, KJBS-KQW; Lindsey Spight, Pacific Coast manager, John Blair & Co.; John Livingston, Free & Peters; Walter Monroe Jr., Walter Biddick Co.; Earle H. Smith, Pacific Coast manager, Edward Petry & Co.; Ross Rambeau, William G. Rambeau Co.; Henry M. Jackson, CBS; C. P. MacGregor of MacGregor & Sollie Inc., transcrintion producers.

SALES GROUP PLANS TWO-DAY ASSEMBLY

A TWO-DAY rather than a one-day session for the Sales Managers' Division of the NAB in Chicago next month has been tentatively agreed to by the Executive Committee of the Division, according to J. Buryl Lottridge, Division Chairman.

Originally, the plan was to hold the meeting at the Stevens Hotel on Jan. 18 but it was found that the agenda was such that another day (Jan. 19) would be desirable.

An elaborate program tentatively had been arranged for the meeting—the first to be held on a national basis since the division was organized at the NAB Convention in Chicago last July. A half-dozen sectional meetings have been held preparatory to the general session. Such subjects as dual rates, discounts, national and local selling methods and station representation are on the agenda.

WESTERN SALES CHIEFS—Standing, left to right: Arthur Bright, KFPY, Spokane; Philip G. Lasky, KSFO, San Francisco; Harrison Holliway, KFI-KECA, Los Angeles; Harry Witt, CBS Southern California sales-manager, Hollywood; H. J. Quilliam, KIRO, Seattle; Henry M. Jackson, CBS Northern California sales manager, San Francisco; L. W. McDowell, KFOX, Long Beach; Carleton Coveny, KJBS, San Francisco; Charles S. Harper, KQW, San Jose; Ralph Brunton, KJBS-KQW. Seated at table, left to right, John M. Dolph, CBS Pacific Coast sales manager, San Francisco; Clyde F. Coombs, NBC western division sales representative and also the chairman of the San Francisco Advertising Club's radio departmental; Charles W. Myers, president, NAB and KOIN-KALE, Portland; Hugh Feltis, Pacific Coast chairman, Sales Managers Division, KOMO-KJR, Seattle; Ward Ingram, KFRC, San Francisco.

Radio Football Rights Free at Northwestern U

NORTHWESTERN U has not received a penny for broadcast rights to its football games this fall, according to E. H. Stromberg, publicity director. Any station desiring to broadcast the university's games was permitted to do so, the only requirement being that its sponsors be "worthy and dignified".

At the Northwestern-Ohio State game Oct. 17 eight radio booths were operated in addition to NBC and CBS setups on the roof. Stations were WGN, WBBM, WMAQ, WJJD, WCFL, WOSU, WOWO, KWK. Referring to an article by John Bentley appearing in September in the *Lincoln* (Neb.) *State Journal* and reprinted in BROADCASTING Sept. 15, which erroneously stated that Northwestern had sold its football broadcast rights to an oil company, Mr. Stromberg said he felt that broadcast rights should be a matter for the Big Ten conference as a group rather than as individuals.

Hellmann's in West

BEST FOODS Inc., New York (Hellmann's mayonnaise) on Dec. 10 will start a Thursday test series titled *Dr. Kate* on seven NBC-Blue Pacific stations (KGO, KECA, KFSD, KEX, KJR, KGA, KTAR). On Jan. 7 the McClatchy stations (KFBK, KWG, KERN, KMJ) will be added, this being the first NBC account after severing the CBS-Don Lee affiliation on Jan. 1. *Dr. Kate* will be a dramatization of the life of a woman doctor and her struggles to make a living in a small California town. Program is signed for 13 weeks through Benton & Bowles Inc., New York.

This is unusual . . .

they WAIT for us!!

When they wait for the next word . . . when they wait impatiently . . . when they wait eagerly . . . they are good prospects.

There is no perfect substitute for eager audiences.

That is where WINS excels.

Through the facilities of International News Service, we keep them listening impatiently and eagerly.

WINS also has a variety of programs of unusual entertainment.

WINS is the key station of the New York State Broadcasting System.

For rates, address

W-I-N-S

58th Street, East of Park Avenue

NEW YORK CITY

NATIONAL REPRESENTATIVE

HEARST RADIO

New York · Chicago · San Francisco · Los Angeles

UP Leased Wires Serve 48 Stations

Definite Style of Radio News Writing Has Been Developed

OF THE 99 broadcasting stations that are subscribing to the radio news service of United Press, 48 are now getting the news reports on teletype machines directly from the UP's radio news room in New York City, the press association disclosed Nov. 27. The leased wire operates 18 hours a day, from 6 a. m. until 12 midnight, six days a week, and from 8 a. m. until 12 midnight on Sundays, requiring a round-the-clock staff setup now numbering about 50 men employed in processing, transmitting and filing the special radio wire.

The radio service, of which Webb C. Artz is editor, is handled entirely apart from the UP's regular newspaper service and has its own quarters. To develop a definite style of radio news writing, UP has installed complete recording equipment in its New York bureau. An announcer makes recordings of the various news stories written for the radio wire, and the playbacks are criticized by the staff.

In charge of the New York bureau is Willard Heegen, assisted by John Gordon and George Marder. Edward Brandt is in charge of the Chicago relay point.

Use of Leased Wires

THE LEASED wire setup was established several months ago to expedite delivery of the news reports to the stations. It was gradually extended until now it reaches south to Columbia, S. C., west to Omaha, north to Minneapolis-St. Paul and northeast to Boston. The wire is operated with a relay to Chicago, where the bureau eliminates news of no interest to the Midwest. At Washington a split is operated for stations at the southern end of the wire. The handling of flashes, bulletins and major news stories is much like that on regular newspaper wires.

In addition to the leased wire service, about 50 stations are served by UP bureau in their cities, also getting a specially written report intended for the ear instead of the eye.

Following is the list of stations subscribing to the UP leased wire service:

Connecticut — WDRC, Hartford; WNLC, New London.
District of Columbia—WJSV, Washington; WRC, Washington.
Illinois—WMAQ, Chicago; WTAD, Quincy, WMBD, Peoria.
Indiana—WFAM, South Bend.
Iowa — WOC, Davenport; WHO, Des Moines; KMA, Shenandoah.
Maryland—WBAL, Baltimore.
Massachusetts — WEEI, Boston; WBZ-WBZA, Boston-Springfield.
Michigan—WXYZ, Detroit.
Minnesota — WCCO, Minneapolis; KROC, Rochester; KSTP, St. Paul.
Missouri — KMOX, St. Louis; KWK, St. Louis.
Nebraska—WAAW, Omaha.
New York — WOKO, Albany; WGR, Buffalo; WKBW, Buffalo; WOCL, Jamestown; WEAF, WJZ and WHN, New York; WHAM, Rochester; WSYR, Syracuse; WGY, Schenectady.
North Carolina—WBT, Charlotte; WPTF, Raleigh; WSJS, Winston-Salem.
Ohio — WKRC, Cincinnati; WTAM and WJAY, Cleveland; WSPD, Toledo.
Pennsylvania—WCAU and KYW, Philadelphia; KDKA, Pittsburgh; WBAX, Wilkes-Barre.
South Carolina — WIS, Columbia; WSPA, Spartanburg.
Virginia—WTAR, Norfolk; WRVA, Richmond.
West Virginia — WMMN, Fairmont; WWVA, Wheeling.

UP TELETYPE SERVICE—This is a photograph of the newly-established radio news room of the United Press in New York, where a staff of news processors rewrites the UP news reports into radio style and sends them via leased lines direct to 48 stations. Seated at desk facing camera is Willard Heegen, in charge of the New York bureau; standing over desk at Heegen's left is Webb C. Artz, editor of the radio news service. "Slot man" is George Marder, shown busy on the telephone.

Move of WLWL for Full-Time Is Upset; Transfer of WOV to Bulova Approved

ENDING the two-year effort of WLWL, New York, operated by the Paulist Fathers, to secure a full-time 5,000-watt station, the FCC Broadcast Division Nov. 20 denied *in toto* the proposed "junior reallocation" plan submitted by the station whereby it could accomplish that result.

In a decision disposing of the entire proceeding, the Division granted all stations involved in the matter renewals of licenses on the basis accorded them prior to the controversy opened by WLWL. The action terminated one of the most bitterly fought cases in FCC history. It had repercussions in Congress during the last two sessions, including a demand that a portion of broadcasting facilities be assigned to educational and religious stations.

At its regular meeting on Nov. 24, the Broadcast Division approved the sale of WOV, New York, key station in the proposed Paulist move, to Arde Bulova, New York watch manufacturer and broadcaster, for $300,000. The transfer was from John Iraci, who remains as general manager, and who recently acquired WPEN-WRAX, Philadelphia.

Bulova Petition Pending

THE CYCLE of events surrounding the Paulist activity reached deeply into Catholic circles, and at one time was reported to have been discussed at the Vatican. WLWL, operating with the equivalent of two hours per day on the 1100 kc. clear channel, had sought to procure a full-time assignment through the switching of assignments of eight stations on five clear channels. Afterward, this plan was modified so that it could acquire a full-time outlet in New York on the 1100 kc. channel through acquisition of WOV, New York Italian-language station. No application ever was filed for this, however, and this plan failed when WOV was sold to Arde Bulova, New York watch manufacturer and broadcaster, for $300,000, subject to FCC approval, rather than to the Paulists.

As a last resort, WLWL in October filed with the FCC an application for the facilities of WOV, proposing to acquire full time by the deletion process rather than by purchase. The FCC, however, returned the application as out of order and at the same time denied a supplemental petition whereby the Paulists proposed to withdraw, without prejudice, their petition for the "junior reallocation". A second petition, which asked for authority to withdraw, without prejudice, a petition filed last January seeking to have the FCC terminate the experimental full-time operation of WWL, New Orleans, and KWKH, Shreveport, was granted, thus opening the way for regular full-time grants for those stations in the Commission's judgment.

The original Paulist plan, after the several modifications, contemplated purchase of WOV for $300,000 with money which would have been advanced by CBS. That would have cleared the 1130 kc. channel in New York. Then, WPG in Atlantic City, dominant station on the 1100 kc. clear channel, was to have been placed on the 1130 kc. wave length with full-time operation as a regional and with WLWL acquiring the full-time assignment on 1100 as a clear channel. CBS then was to have purchased or leased WLWL from the Paulists, guaranteeing them time for religious programs.

When Mr. Bulova purchased WOV from John Iraci, it upset the Paulist plans. The Paulists refused to deal with Bulova on the same basis as they had proposed to deal with CBS and afterward attempted the move to have WOV deleted for arbitrary improper operation—a move that fizzled entirely.

The original "junior reallocation" petition would have resulted in changing the assignments of eight stations on five clear channels with two of the clear channels to be "broken down". This proposal met the vigorous opposition of practically all of the stations involved, but notably WWL, New Orleans, operated by Loyola University, a Jesuit school. It was after this strenuous opposition that WLWL modified the plan to contemplate the purchase of WOV.

Whether the Paulists, by virtue of the FCC action, will renew their campaign in Congress was questionable. It is generally reported that threats of such renewed activity have been made. The Society of Saint Paul the Apostle (Paulists) is headed by Father John B. Harney. Commercial manager of WLWL, and the leader in the quest for the full-time assignment, is James P. Kiernan.

Stations involved in the "junior reallocation", which were restored to their regular status, were WWL, New Orleans; WFAA-WBAP, Dallas-Fort Worth; WCCO, Minneapolis; WOV, New York; WPG, Atlantic City; KWKH, Shreveport; WNYC, New York, and WJJD, Chicago. All of the decisions were made effective Dec. 15. The FCC also denied, as in cases of default, the application of J. David Stern, publisher of the *New York Evening Post*, for a new station in New York to take over the facilities of WNYC.

Educators Session Program Prepared

Dec. 10-12 Meeting to Offer Prominent Radio Speakers

AN ELABORATE program of addresses and discussions has been arranged for the First National Conference on Educational Broadcasting to be held Dec. 10-12 at the Mayflower Hotel in Washington. Listed as sponsoring the sessions are 18 organizations in the educational and social fields. The program also states the conference is being held in cooperation with the U. S. Office of Education and the FCC.

The preliminary program brings out that principal speakers will be Chairman Prall of the FCC; John W. Studebaker, U. S. Commissioner of Education; Frederick P. Keppell, president, Carnegie Corp. of New York; Hendrik Willem Van Loon, historian and journalist; C. M. Jansky Jr., consulting engineer; T. A. M. Craven, chief engineer, FCC; Dr. C. B. Jolliffe, RCA engineering executive and former chief engineer of the FCC; Dr. Alfred N. Goldsmith, consulting radio engineer; George F. Zook, president, American Council on Education, and David Sarnoff, president RCA.

Sectional Sessions

NUMEROUS "conference sections" also are scheduled, with such figures in radio and education as Dr. Levering Tyson, director, National Advisory Council on Radio in Education; Morse Salisbury chief of Radio Service of the Department of Agriculture; William D. Boutwell, director of the Educational Radio Project, Office of Education, and Mrs. B. F. Langworthy, president, National Congress of Parents and Teachers, to participate.

Sponsoring organizations are listed as American Association for Adult Education; American Council on Education; American Farm Bureau Federation; General Federation of Women's Clubs; Institute for Education by Radio; Institute of Radio Engineers; International Council of Religious Education; Jewish Welfare Board; National Advisory Council on Radio in Education; National Association of Educational Broadcasters; National Catholic Educational Association; National Committee on Education by Radio; National Congress of Parents and Teachers; National Education Association; National Grange; Progressive Education Association; Women's National Radio Committee and Workers Education Bureau of America.

TO HAVE
and TO HOLD
OKLAHOMA'S LARGEST RADIO AUDIENCE
★ New RCA Transmitter
★ Truscon Vertical Radiator
★ Daytime Power Increase
AN essential factor enabling WKY to have and to hold Oklahoma's largest radio audience has been the continuously progressive improvement in its broadcast facilities.
Eight months ago WKY opened the largest and most modern studios in the Southwest. Last month WKY switched to its new transmitter and increased daytime power.
Today WKY's coverage advantage in Oklahoma is greater than ever. Even before the switch-over, WKY on the ideal 900 kc. frequency was covering more of Oklahoma than any other station.
To have and to hold Oklahoma's largest radio audience, WKY also has the shows: The cream of NBC programs; dozens of popular nationally sponsored transcribed programs; and more than 75 live talent studio programs a week in addition to 40 news and market periods.
WKY has what it takes to have and to hold the largest radio audience in Oklahoma . . . to win and to hold customers for its program sponsors.
WKY • OKLAHOMA CITY
Oklahoma's Only Full-Time NBC Station
Affiliated with THE DAILY OKLAHOMAN, THE TIMES and THE FARMER-STOCKMAN
Representative—E. Katz Special Advertising Agency

WARNING TO AIRMEN

who use the air for flying or for radio advertising

- KLZ's new 444-foot vertical radiator creates a hazard in the Denver Rocky Mountain region—if you still set your course by old maps.
- This lofty beacon is a warning to those who disregard change—but a friendly guide to those who seek happy landings for sales and advertising efforts in the Denver Rocky Mountain region.
- Other changes as spectacular as the erection of this new transmitter and antenna that have speeded KLZ's meteoric rise to popularity in Denver began with the change in ownership fifteen months ago.
- Sixteen years of radio pioneering, eight years' experience in building one of the nation's outstanding independent network stations, unlimited financial resources, daring leadership and skillful showmanship were quickly brought into play. On August 1st, KLZ's new 5000 watt transmitter was dedicated. Designed, built and installed by Bell Laboratory and Western Electric engineers, we believe it to be the world's most modern transmitter in commercial use today. Modern, new studios, greatly enlarged, will be dedicated within 30 days.
- And as for programs—33 national network sponsors, 21 national non-network sponsors and 61 of Denver's most important firms spent 58% more with KLZ this October than last — 122% more than during the same month of 1934.
- Spicing this distinguished commercial schedule is a sustaining schedule of network and local programs geared by resident management to the tempo of the cultural, civic and religious needs of the Denver area. KLZ programs, presented in magnetic fashion by an organization schooled in radio showmanship, have made this station the talked-about and listened-to station in Denver. Audience checks prove it! Advertising results bear it out!
- WARNING! Revise your Denver air maps now!

KLZ BROADCASTING COMPANY

"The Pioneer Radio Station of the West"

DENVER
560 KILOCYCLES
CBS AFFILIATE

National Representative — E. KATZ SPECIAL ADVERTISING AGENCY

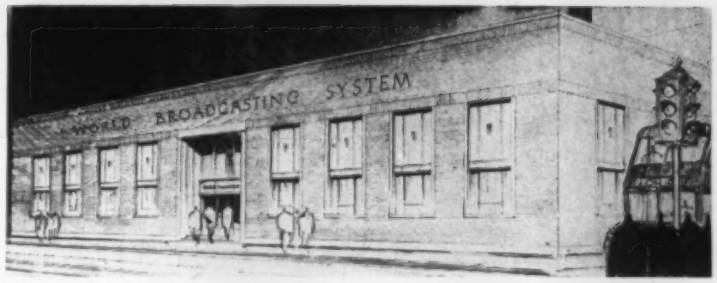
Cleveland Group Seeks Local Marketing Station

A NEW type of specialized local broadcast station, which would devote itself to the marketing of perishable products such as produce and fruits, is proposed in an application filed Nov. 17 with the FCC Broadcast Division by a group of merchants in Cleveland incorporated as the Food Terminal Broadcasting Co. The applicant seeks 100 watts daytime on 1500 kc. and the station would be commercially operated.

Filed by Loucks & Scharfeld, Washington attorneys, the application states the company proposes a general broadcasting service, but in addition it would disseminate information on local market conditions, availability of perishable food products and price information. This service, it said, would be designed to aid both the consumer and the grower or seller of such food products. Russell Swiler, managing director of the Northern Ohio Food Terminal, is president of the new corporation, other stockholders, each with 20%, being Joseph C. Hostetler, attorney of Cleveland, and C. F. Haas, Donald B. Pocock and R. F. Blair, all produce merchants.

Oshkosh on WLW

OSHKOSH OVERALL Co., Oshkosh, Wis. ("Oshkosh B'Gosh" overalls), started a half-hour folk song program on WLW, Cincinnati, Nov. 29, Sunday, 5: 30-6 p. m. Agency is Ruthrauff & Ryan Inc., Chicago.



New WBS Headquarters to Be Built in Chicago

EARLY in 1937 World Broadcasting System will move its Chicago branch to a new building at Erie St. and Fairbanks Court, according to President Percy L. Deutsch. Increased transcription activity in the Midwest, he said, prompts the move to larger quarters, located in the Upper Michigan Ave. district, near Chicago's radio and advertising centers.

The new building, 109x128 feet will involve an expenditure of $175,000 for new studios and processing plant, it is understood. Studios will be fashioned after the WBS headquarters at 711 Fifth Ave., New York. Architects plans provide for three large studios equipped with Western Electric recording apparatus. Studios will be full-floating, with electrical installations under supervision of Electrical Research Products Inc. Six recording machines will be fed through four channels, the fourth providing for direct-wire recording from radio stations and remote points. A special WE receiver will be used for off-the-air recording. Both vertical and lateral transcriptions at 33 1/3 rpm will be produced in Chicago.

The processing plant will be modeled after the New York equipment. Air conditioning will protect instruments, wax blanks and masters and in addition high-speed electro-plating will enable Chicago clients to broadcast programs 24 hours after recording.

Among World clients in Chicago are Procter & Gamble Co., with 6 WBS campaigns now on the air; Studebaker autos; Wander Co.; J. A. Folger & Co.; Mid-Continent Petroleum Co.; Independent Grocers Alliance; Montgomery Ward; Allis-Chalmers Mfg. Co.; Republic Steel Co.; Wilson & Co.

HECKER H-O Co., Buffalo (Force & H-O oatmeal) will discontinue the *Bobby Benson* child program, on CBS. which has had a long run on the air, after the Dec. 11 broadcast. The program at one time was heard five times a week but about a year ago was reduced to thrice-weekly.

NOEL FILES SUIT FOR W9XBY STOCK

SUITS against the Kansas City Power & Light Co., holder of a substantial block of stock in First National Television Inc., Kansas City radio and television school which operates W9XBY, high-fidelity station on 1530 kc., has been filed by Sidney Q. Noel, president of the company and manager of the station. Mr. Noel seeks to force the power company to sell its stock to him and to his Eastern associates, including Sam Pickard, a CBS vice president.

Mr. Noel also brought suit against Arthur B. Church, president of KMBC, G. W. Taylor, vice president of First National Television, the power company and other stockholders to prevent them from having a stockholders' meeting pending the court's answer to his claim for the power company's block of stock which he claims it gave him an option to buy. The power company's claim is that the letter offering the stock was addressed to the television company and not to Mr. Noel personally and that it had not been accepted by the company.

The court granted the petition of the defendants to consolidate the two suits. While W9XBY is involved indirectly as a subsidiary company, FCC records disclose that stock in First National Television Inc., the licensee, is held 41% by Mr. Noel, 35% by Mr. Church and 13% by Mr. Pickard.

Flexibility

The word "Flexibility" as applied to KWK does not mean a continually changing company policy, but rather a quick grasp of ever changing conditions and an organization adaptable and flexible enough to quickly follow the trends of modern living. Naturally, such an organization, coupled with KWK's popularity in the St. Louis area, produces sales results that are truly surprising.

THOMAS PATRICK INCORPORATED
HOTEL CHASE SAINT LOUIS
Representative Paul H. Raymer Company
NEW YORK CHICAGO SAN FRANCISCO

KWK

More Awards Are Made In NBC Slogan Contest

THOUGH the $100 prize award in NBC's employe slogan contest was won by Miss June Hynd, assistant director of women's activities [BROADCASTING, Nov. 15], four other prizes were also awarded by the judges, who were Lee H. Bristol, Bristol-Myers Co.; John Zellers, Remington Rand Inc., and Edgar Kobak, Lord & Thomas. Miss Hynd's slogan was *By Choice, The Nation's Voice* and it has been adopted by the network organization.

There was a triple tie for second place, each submitting the slogan *In Tune With the Nation.* Those submitting this slogan were Edward R. Hitz and Margaret Huemer, of the New York sales department, and Rudolph W. Bauer, of the New York engineering staff. Each gets $50. The third prize of $25 went to Thomas F. Egan, of the NBC Boston office, for *America's Most Invited Guest.*

CBS Ignores All Conventional Theories In Preparing for New Broadcast Center

P. W. Kesten

ALL PRECONCEIVED ideas of building broadcasting studios are being disregarded by CBS in its preliminary consideration of plans for its new headquarters in New York to be built for occupancy some two years hence, according to Paul W. Kesten, CBS vice president in supervisory charge of the project.

Likely to be called Columbia Broadcasting Center, the building will occupy a tract of 29,000 square feet located at the southeast corner of Park Ave. and 59th St., about a half-mile from Radio City, where NBC headquarters are located. The property was purchased last May, and had an assessed value of $1,735,000.

"We are following a radically different scheme in approaching this task," Mr. Keston informed BROADCASTING. "I realize that usually the first thing that happens in any new building project is a flossy drawing of the new premise, and preliminary plans of the layout. That is going to be the last thing that happens in our program of work.

Enter Intangibles!

"WE ARE tackling this job with the hope of producing the first truly organic layout which broadcasting has developed. We are throwing away every preconceived idea of four walls and a ceiling. We expect to spend months analyzing the movements and functions of people and things within each of the many departments of CBS. Then we will extend that into a searching analysis of the movements of people and things from one department to another, from studios to offices, from offices to studios, etc.

"That is a sizeable job, in itself, and it represents only the physical side of the study. The spirit and atmosphere of the various units of our business, too, are going to be put under a stethoscope. I don't think any business ever combined more facets of creative effort, administrative judgment, engineering precision and executive coordination than the broadcasting business. Perhaps such things don't seem to have any bearing on brick and mortar, but we believe the difference between a good and a bad building job may lie in the perception and relation of these intangibles to the final and tangible form.

"We expect the style and size and form of Columbia's new broadcasting center to define itself and resolve itself in the course of this study and analysis. We are keeping our minds deliberately free from any advance ideas of what it will look like until, inevitably, it shapes itself out of its component parts. We are carrying on several programs of technical research coincidental with this internal analysis, in the hope of taking new strides in the technique of broadcasting when we move into the new home.

"It won't have trimmings for the sake of trimmings. It won't have folderols for the sake of folderols. It will probably be surprisingly simple in surface and detail, not because we think it should look that way, but because most design that is sound and functional ends up that way."

WXYZ PRESENTS

Nancy Osgood

DETROIT AND MICHIGAN'S ONLY WOMAN COMMENTATOR . . . . IN

"WOMEN IN THE NEWS"

Nancy Osgood is unique in that her program, "Women in the News", is the **only** program of its type on the air. "Women in the News" is a combination of fashion news, Hollywood gossip and current events. The result is a fascinating and much-listened-to program, typical of the many features produced by WXYZ to make morning and afternoon hours highly productive for WXYZ advertisers in the big Detroit market.

WXYZ

Does YOUR Message Need An Audience of Women?

WXYZ knows the radio technique of holding women's audiences. For over 5 years its production department has been actively engaged in building day time hours with talent to attract women listeners—WHEN THE COST IS NOMINAL AND RESULTS MOST GRATIFYING! Nancy Osgood's program is one of the many attractive features now ready for sponsorship—a program with an established audience. When women listen—They buy.

N. B. C. Blue Network DETROIT

KING-TRENDLE BROADCASTING CORP.

300 Madison Theater Building . . . Detroit

Eastern Office: 550 Chanin Building New York, New York • Wm. G. Rambeau Co. Representative Home Office: Tribune Tower, Chicago • Western Office: Russ Building San Francisco, Cal.

Record Remote

ATLANTIC REFINING Co., Philadelphia (petroleum products), will sponsor what is said to be the longest remote in history, when it broadcasts the Temple University-St. Mary's College football game from Kezar Stadium in San Francisco Dec. 5. With Doug Montell as sportscaster, the broadcast will be relayed via telephone and released over WIP, Philadelphia, and other Pennsylvania stations. N. W. Ayer & Son Inc., New York, is the agency, with arrangements being handled through the San Francisco office. Associated Oil Co. of California will sponsor the broadcast on the Pacific Coast.

Mello Cup Plans Spots

HASEROT COFFEE Co., Cleveland, is starting a test campaign on WGAR, Cleveland, using spot announcements to advertise its Mello Cup coffee. With distribution being extended to the East and Midwest, the company is planning a national campaign to start about Feb. 1. A participation program is being used on WGAR. Account is placed direct.

ADVICES from Europe state that B. Merkelbach and C. J. F. Karstens, architects of the AVRO radio studios in Hilversum, Holland, were invited by CBS President William S. Paley to come to New York to advise on the construction of the new Park Ave. studio building planned by the network, after Mr. Paley had visited the Dutch radio station and expressed great interest in its architectural features. Mr. Karstens is said to be in New York now.

CAMPANA'S *First Nighter* began the seventh year of one of the most remarkable runs in the history of radio drama, when *Return Ticket*, a new play by Forrest Barnes, was presented over the NBC-Red Network, Nov. 27.

THE PRODUCTION STATION

KOIL

OMAHA — COUNCIL BLUFFS

KOIL, the "Production Station," produces two things: quality programs and quantitive sales. KOIL programs bring sales-producing audiences because KOIL excels in finished production of every type of show, and features carefully planned special event broadcasts. The result: listeners in the Omaha-Council Bluffs area keep tuned to KOIL, anxious to hear EVERY KOIL studio and remote control broadcast.

KOIL naturally attracts local advertisers. One of the real tests of any station's worth is the local reputation of the station. Merchants and business men in the Omaha-Council Bluffs area show their confidence in KOIL as a sales-producing station by using it year in and year out as their radio advertising medium. More local advertisers use KOIL than any other radio station in the Omaha-Council Bluffs area. Another tribute to KOIL special production and sales results.

KOIL advertising does not stop in the audience home. It gets sales. People in the Omaha-Council Bluffs area listen to KOIL because KOIL broadcasts the programs they like. Radio listeners in the Omaha-Council Bluffs area have a confidence in KOIL programs that is based on a long, consistent record of superior production of studio and special event programs. These listeners have money and spend money—on products advertised on the regular and special programs of KOIL.

KOIL listeners live in a highly productive agricultural area and in two large and prosperous metropolitan centers, Omaha and Council Bluffs. The map on the left indicates the general coverage area only, an area covering 64 counties in four states, including a population of 1,375,530, a potential audience of 1,088,212. No advertising campaign in the Omaha-Council Bluffs area can be complete without KOIL — the Production station of the middlewest.

A Few Firsts by KOIL

The radio studio goes to the scene when KOIL broadcasts special events. KOIL is the only station in Nebraska and the Middle-West equipped with a Mobile Broadcasting Unit—a radio studio on wheels—the traveling home of two transmitters.

KOIL mikes regularly meet the trains, the buses and the planes—the first radio station in the Middle-West to arrange informal interviews with celebrities who pause at the Union station and Muny airport.

Radio listeners the world over like the unusual—the unexpected — in special broadcasts. First in the Middle-West to recognize this, KOIL excels in this type of broadcast. Prime example: The recent KOIL coverage of the Missouri Valley Retreiver Trials.

It takes more than a good announcer to broadcast a good news period. Back of all KOIL news periods are all the facilities of any daily newspaper—a battery of teletype machines, short wave receiver for police calls, direct loud speaker from the fire department and a staff of local reporters.

Free and Peters
National Representatives

KOIL

"THE PRODUCTION STATION OF THE MIDDLE-WEST"

Central States Broadcasting System

KOIL, KFAB, KFOR

RADIO TRAFFIC FOR THREE

Iowa Network Meets Intricate Problems in Handling Crowded Schedules by Novel System

By GEORGE H. ENGELTER
Traffic Manager, Iowa Broadcasting System

G. H. Engelter

IF YOU'RE in radio, you've had occasion to curse somebody's traffic department. When I was an announcer I wasn't too complimentary to traffic either. But after entering this specialized field, I began to have an inkling of how easy it is to bungle and how costly errors can be if some system is not devised to keep them down to a minimum. Later it began to dawn on me that traffic is not some remote, separate branch of radio independent of most other departments, but that on the contrary, it is interrelated and definitely associated with the commercial, program, publicity, continuity and engineering departments.

Traffic management here at the Iowa Network is unique in that we have two NBC basic Blue affiliates, a CBS basic affiliate and a local network of any two or all three stations in addition to programming for each individual station.

The Time Order

LET'S TAKE an average instance of routing traffic on a local commercial program. Supposing a salesman has a client definitely interested in buying time. The traffic manager joins the program director, continuity man, salesman and client in discussing the best time available for the program and material to be used. Then the traffic department will list the rehearsals and auditions necessary on a schedule prepared daily, and indicating personnel, studio to be used, time, talent and engineering details. Departments concerned receive copies of this schedule.

Once sold, the program is submitted by a time order properly authorized through the commercial manager and forwarded to the traffic department which checks it, lists it on a board, and sends copies of the order to sales, program and continuity departments, radio editor of the *Des Moines Register* and *Tribune*, publicity department and auditing department.

The board indicated, merits some special mention in itself. Commercial futures are listed on flexible insertion boards with program time, length, title, starting date and contract expiration date as well as optional renewal privileges, if any. In conjunction with the commercial futures is a system of expirations separately filed on similar boards and indicating at a glance any expiration so that radio editor, program, commercial and continuity department may be advised on the status of commercial commitments.

Current sustaining national network and local network features are handled by a similar system, and spot announcements are likewise set on the described board system and are treated according to consecutive daily scheduled time.

A master board is also set up with all programs and spot announcements listed — whether national network, local network or single station, whether commercial or sustaining indicated. Different colored inserts are used for delineating these things at a glance.

So much for what happened to our program in a traffic way. Now suppose some revision or correction comes in. This is entered by means of a correction order authorized only by the program department, thus centralizing this function and avoiding duplication of effort. The correction order indicates time, date, program "killed" or deleted, insertion order, coding indicating whether commercial or sustaining, and if national network, IBS or single station.

For Special Events

SPECIAL events and features are handled through special blanks incorporating complete data on title, date, time, point of origin, station listing, nature and purpose of the event, contact of the special events department, announcer, publicity granted before and following broadcast. This furnishes in addition to advance information, a permanent record for ready reference.

Another important duty of the traffic department is the weekly program schedule for each of the three IBS stations. These schedules are dittoed, listing programs carried for the current week. Daily schedules carry not only the daily program material, but also corrections and special originations to local or national network, commercial or sustaining status, spot announcements with time, engineers and program personnel on duty, loop reversal cues and other details.

TWX or teletype communication is used to send and receive important details on commercials and sustaining program service and publicity material. A file of daily NBC network program folios and of CBS weekly folios is kept.

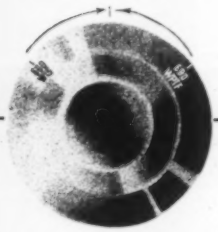
The daily operations schedule is dittoed in different colored inks to distinguish whether local, local network or national network, and if sustaining or commercial. A separate IBS daily schedule lists all commercial or sustaining service available to and from Des Moines and Waterloo-Cedar Rapids.

Now what happens when a program fails to come through as scheduled. Reports on such deviations from schedule are filed by the announcer and given to the program department which checks and passes it on to traffic for analysis and explanation. If any program fails to come through according to schedule, the reason is sought and reported. Notation is made of courtesy announcements given in the event of deviation, whether announcement is made on the network or locally.

Separate commercial charts are prepared monthly showing the detailed status of commercial commitments. Expiration date charts on commercial commitments serve as a guide in checking upon expirations and ascertaining available time for future commitments.

Future NBC and CBS commercial orders and reservations or "kills" are charted in like manner.

2 STATIONS
2 STATES
but
ONE RATE !



the
CAROLINA COMBINATION

These 2 Radio Stations, combined, give you the greatest coverage of the profitable Carolina Market. Both are 5000 Watt NBC outlets and you can buy them at one low combination rate. Try the Carolina Combination and watch the results.

WIS
Columbia S. C.

WPTF
Raleigh N. C.

Represented by
Free, Johns & Field, Inc.

★

Radio programs . . . like men . . . are judged by the company they keep

★ Every WLW advertiser appreciates the prestige that accrues to his program through association with the nation's outstanding radio presentations—broadcast regularly over WLW.

Collegiate Music League Is Organized in Boston

FORMATION of the Intercollegiate Music League, with headquarters in Boston, which proposes to introduce, record, publish and have performed over the air the best works of college composers enrolled as members, was announced Nov. 23. While primarily intended for college students, the League was said to be open for membership to any songwriters, professional or amateur.

It was claimed that connections with members of ASCAP had been made and that all members would share in annual income. Arrangements also had been completed with Archie Bleyer, leader of the Hollywood Restaurant band in New York, the League stated, to broadcast a special arrangement of an outstanding manuscript fortnightly over Mutual.

Officials of the organization, with headquarters in the Little Building, Boston, are Barnard Young, Jack Goldstein, former exploitation manager of United Artists, general manager, and Cliff Meyer, arranger.

Closer Ties With Pan-American Nations Seen as Networks Arrange for Pickups

WITH two American radio executives on flying trips to the capitals of Latin America, and with NBC and CBS sending their own commentators to the Pan American Peace Conference at Buenos Aires to broadcast reports and interviews back to the United States, attention was focused anew on the possibilities of closer relationships between American and Latin American radio systems as President Roosevelt and Secretary of State Hull attended the conference opening Dec. 1.

Departing from New York Nov. 16, John Royal, NBC program vice president, planned to visit practically all of the Central and South American republics by airplane in order to arrange for more program exchanges. Departing from Washington Nov. 17, Paul White, CBS director of special events, planned to go first to Buenos Aires to arrange the conference broadcasts and then to visit several other Central American countries. NBC's commentator and interviewer at Buenos Aires will be Edward Tomlinson, authority on Spanish American affairs, and CBS has sent H. V. Kaltenborn, its noted commentator. With Mr. Royal are Carleton Smith, NBC presidential announcer, and Albert E. Johnson, NBC engineer in charge of Washington operations.

It was not known whether Secretary Hull would bring up again at the Dec. 1 conference his proposal for a powerful American radio station to broadcast American news and programs to Latin America either for direct pickups or local station rebroadcasts. But it is known that the proposal, first made at the Montevideo conference in 1933, is still before the State Department.

President Roosevelt by executive order shortly after Mr. Hull's return from South America in 1933 set aside the frequencies 6100, 9550, 11730, 15130 and 21500 for the purpose. The State Department, however, has not decided whether it is more advisable that the government or the Pan American Union in Washington should set up such a service, or whether the transmission of special programs to Latin American countries should be left to private operators of international relay shortwave stations, of which there are now about 30 in operation—almost all of them adjuncts of regular broadcasting stations.

NBC and CBS have both indicated to the authorities that they are ready and willing to establish regular directional shortwave service to Latin America, and both have been staging occasional special programs and arranging pickups. Mr. Kaltenborn and Mr. Tomlinson are scheduled to broadcast regularly from Buenos Aires during the present conference, a daily schedule of comments and interviews having already been arranged for the networks.

It is known that many Central and South American stations are already picking up U. S. shortwave relays and rebroadcasting them to their audiences, including some commercial programs that are highly popular with the natives as well as with the Americans resident there. Often the commercial announcements are left in; sometimes they are tuned out, and in few cases has permission been sought from the American broadcasters for the rebroadcasts.

The State Department and the Pan American Union have long favored increasing radio relations between the countries of the Americas for good will purposes. While the international waves may not yet be used for directed commercial programs, the possibility of eventual sponsorship of special programs aimed at Latin American countries is foreseen in view of the large export trade the United States has with Central and South America. Sponsorship is permitted in practically all the Central and South American countries, whose radio systems are advertising-supported as in the United States.

* * *

FIRST plans for regular South and Central American reception of American programs were disclosed Nov. 20 by NBC, which announced that a daily schedule of programs from W3XAL, Bound Brook, N. J., will shortly be undertaken to amplify the thrice-weekly programs started last summer. To facilitate reception in South America a new directional beam antenna is being constructed at Bound Brook and will be completed about Jan. 1.

Two Spanish-speaking members of the NBC staff, Dan Russell and Charles Carvajel, have been placed in charge of producing all-Spanish broadcasts. Since last July they have been broadcasting thrice weekly programs of news and music for Latin America.

IN SOUTH AMERICA

John Royal

Paul White

WIBW 30 60 90 120

Another Strike!

And There's A Reason

● IT'S NOT JUST LUCK that WIBW produces such enviable results for advertiser after advertiser. It's because WIBW has "more on the ball."

● More cooperation between advertiser and merchants — more planning — more merchandising service. All this, *in addition to* programs built in the Kansas manner to sell Kansas people.

● Let WIBW put a "hook" on your sales message. We'll roll it across this rich trading area for the highest profit score you've ever marked up.

WIBW — Topeka — "The Voice of Kansas"

Owned and operated by The Capper Publications—Don Searle, Gen. Mgr.

Represented by Capper Publications in

New York—Chicago—Kansas City, Mo.—Cleveland—Detroit—San Francisco

SELLING ON A HIGHER PLANE

Up in Denver's high altitude, the returns are high for advertisers who put the powerful influence of KOA behind their sales campaigns. Let us point out some of the high spots in KOA's sales record in the Rocky Mountain region.

KOA

50,000 WATTS
DENVER

Completely programmed by NBC

Three Sign on ABC

THREE additional advertisers have signed up for time on *The Morning Round Up*, participation program broadcast each weekday morning over the ABC regional network. Olson Rug Co., Chicago (rugs), started Nov. 18, six times weekly, through Presba, Fellers & Presba Inc., Chicago; Chicago Mail Order Co., Chicago (general merchandise), started Nov. 20, six times weekly, through Matteson-Fogarty-Jordan Inc., Chicago; Willard Tablet Co., Chicago (proprietary), started Nov. 16, three times weekly, through First United Broadcasters Inc., Chicago.

WJAY Foreign Programs

WJAY, Cleveland, will include English interpretations of all announcements on foreign language programs, according to H. K. Carpenter, general manager. New talent and music as well as improved production methods are to be used for the nationality productions, under the direction of Stanley Altschuler.

NAB Sounds Stations on Convention; Early Summer Session Widely Favored

THE NAB on Nov. 23 asked its 400 members to register their preferences as to the month during which the annual NAB convention should be held. Pursuant to the action of the NAB board of directors at its meeting Oct. 2, James W. Baldwin, managing director, sent to the membership the questionnaire asking that they indicate their preference as to the month. He brought out it had been generally agreed that the convention should be held in May, June, July, September or October.

Prior to 1935, all conventions were held in the fall. Stations, however, complained because they came at a time when fall schedules were beginning, thus breaking into the busiest season of the year. The last two conventions have been held in July and there has been some complaint about summer heat. Sentiment seems to favor late spring or early summer but the board decided that the membership should be asked to express itself.

In his letter, Mr. Baldwin pointed out that the American Association of Advertising Agencies will hold its 1937 convention in late April and early May while other trade associations in the advertising field have not yet set their convention dates.

Endura Uses Don Lee

ENDURA Corp., Los Angeles, distributors of a permanent wave set, on KHJ; Los Angeles, with a 15-minute weekly program to create consumer demand, late in November increased its coverage by using the entire Don Lee California chain. Allied Advertising Agencies handle the account.

Lanier Is Winner Of Program Prize

Gets Award in NBC Contest; Samuel J. Shumer Second

HENRY W. LANIER, New York, one of the original incorporators of *Golden Book* and for years with Doubleday Page, book publishers, was awarded first prize of $1,000 in the NBC Tenth Anniversary Children's Program Contest which closed Sept. 1, it was announced Nov. 15 by Charles Coburn, actor and member of the judges committee. Mr. Lanier's winning script was titled *Bravest of the Brave.*

Second prize, $500, was awarded Samuel J. Shumer, New York, for *Rome on Fire*; third prize, $400, to Miss Helen Platt, Portland, Ore., for *Merry Adventures of Robin Hood;* fourth prize, $300, to Pauline Gibson, New York, for *Chimney House*; fifth prize, $200, to Richard Howells Watkins, Riverside, Conn., for *Ten Mile River*; sixth prize, $100, to Berton Brayley, New York, for *All Aboard for Beetle Goose.*

In addition to the cash awards all the above winners will receive a performance fee of not less than $100 for each episode broadcast by NBC on a sustaining basis, if 30 minutes in length, or $50 if 15 minutes in length.

Honorable Mentions

HONORABLE mention was awarded to Margaret Widdemer, Larchmont, N. Y.; Frank J. Novak, New York; Julia Gumther Mackaye, San Jose, Cal.; Laurence Hammond, New York; Irving Crump, Cradel, N. J.; Robb Beebe, Ridgewood, N. J.; Preston W. Pumphrey, Douglaston, L. I.; Thornton W. Burgess, Springfield, Mass.; J. B. Redburn, New York; Charles M. Higgins, Washington; Jay O'Bryon, New York; Richard McDonagh, New York; Ethel Zaring Brown, Toledo; John Vandercook, New York; Josephine Dascom Bacom, New York; Frank Kintrea, New York; Mrs. William D. Shattuck, Oakland, Cal.; Dorothy Balcom, Blakely, Ga.; Maureen M. Murdock, Philadelphia; Marian Quick, Denver; Dorothy Kissling, Chicago; Elder R. Herring, Loveland, O.; Dorothy E. Sparks, Chicago; Helen E. Bentley, Horseheads, N. Y.; Robb Beebe, Ridgewood, N. J.; Nell F. Mussinon, Cincinnati.

Paul Wing, NBC children's programs director, acted as secretary to the Board of Judges which, in addition to Mr. Coburn, included: Mrs. B. F. Langworthy, president National Congress of Parents & Teachers; Dr. Arthur Frank Payne, psychologist; Mrs. Sidonie Gruenberg, executive secretary, Child Study Association of America; Homer Croy, novelist and member council of the Author's League of America; Louise Seaman, former editor of juvenile books for Macmillan Co.; Dr. Rollo Reynolds, principal Horace Mann School, New York.

Tums on WJZ

A. H. LEWIS MEDICINE Co., St. Louis (Tums) on Nov. 18 began an eight-week series titled *Tums Presents James Wilkinson*, on WJZ, Wednesdays, 7:45-8 p. m. H. W. Kastor & Sons Adv. Co. Inc., Chicago, placed the account.

WESTINGHOUSE means LOTS OF THINGS

● To HOUSEHOLDERS it means dependable electric conveniences.

To public utilities it means power plant engineering of the highest technical perfection.

To medical science it means research and development of the all-important X-ray tubes and equipment.

To the radio industry it means the originator of broadcasting as we know it today, and the last word in transmitting and receiving equipment.

To radio advertisers it means WOWO—The Hoosier Station—which is Westinghouse owned and operated. Into the programming and management of WOWO have gone the full measure of Westinghouse experience and ability, insuring the Hoosier audience the best in programs and guaranteeing national advertisers the most in audience interest.

WOWO the HOOSIER STATION

Westinghouse Radio Stations, Inc. ● Fort Wayne, Ind. ● 10,000 Watts ● CBS ● 1,160 KC.

E. KATZ SPECIAL ADVERTISING AGENCY

● KVOR, esteemed favorite of the wealthy Pike's Peak region, is alive with new vigor and enthusiasm. Under the progressive and experienced management that has made WKY the standout station in Oklahoma and KLZ a top favorite in the Denver Rocky Mountain region, KVOR has entered a new era promising greater service to its audience and greater effectiveness for its advertisers.

Already the staff has been reorganized and enlarged. Equipment and facilities are being improved. Experienced radio showmen are on the job. Many new local features are being added. KVOR's obligation to serve well the public interest will be fulfilled more richly than ever.

Per capita income in Colorado Springs and the Pike's Peak region ranks with the highest in America. Bumper crops, a record tourist season, and increased mining and industrial activity are pushing sales uphill rapidly. Start the sales of your product in the same direction by talking and SELLING it over the greater KVOR.

"Advertisers are assured intelligent, efficient cooperation and the maintenance of a sound policy of business ethics from this station affiliated with the Colorado Springs Gazette and Telegraph and managed and programmed by the management of

WKY - OKLAHOMA CITY
KLZ - DENVER

KVOR · Colorado Springs

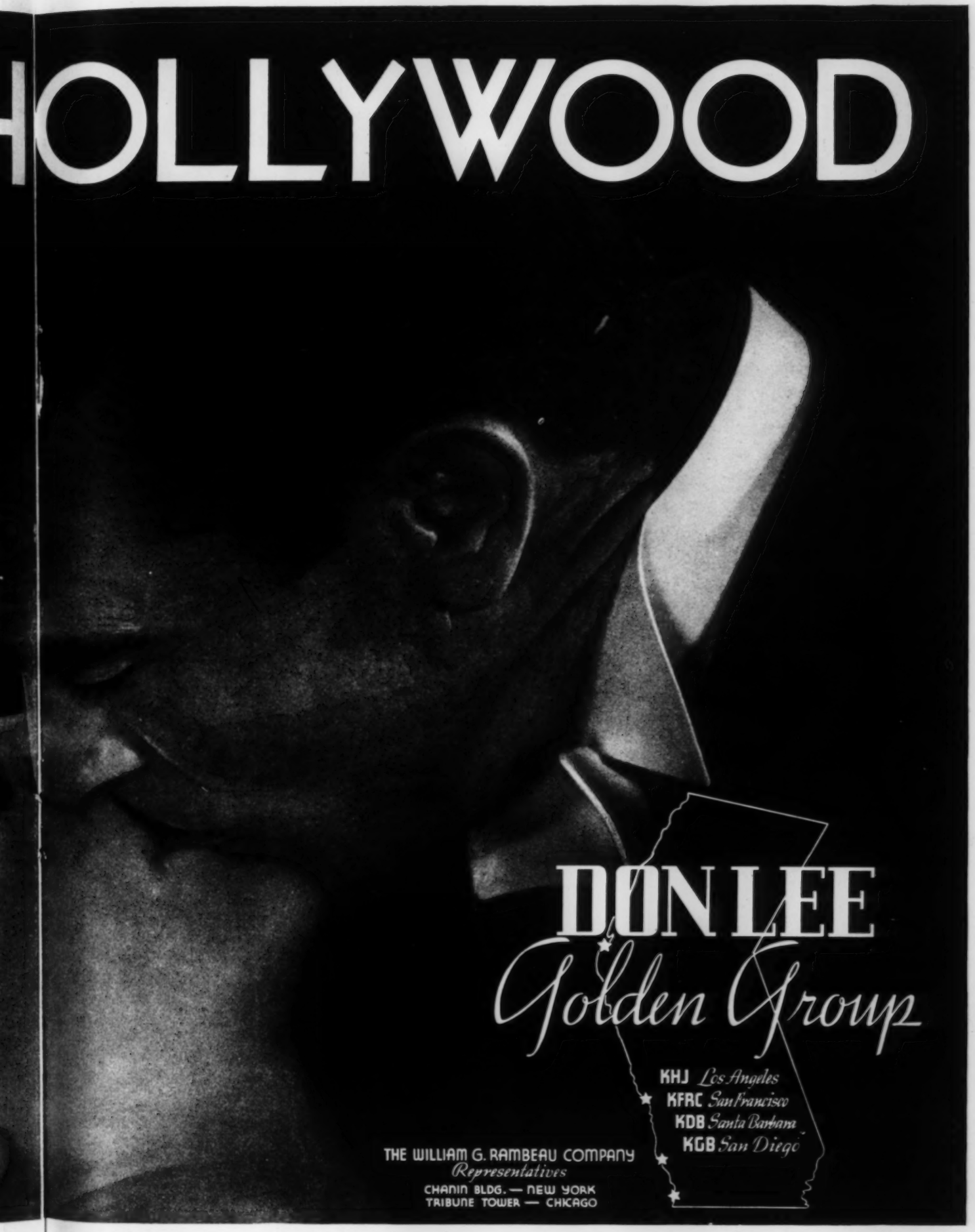
OUTWEST BROADCASTING CO.
National Representative
E. KATZ SPECIAL ADVERTISING AGENCY

"The Voice of the Rockies"
Studio: Antlers Hotel
1000 Watts · 1270 KC

XUM

MADE IN H

When you buy the Don Lee Golden Group, you GET Hollywood. Hardly a Hollywood hotshot but has broadcast from our microphones. Hardly a Hollywood home but that listens to the Don Lee stations REGULARLY! Hollywood! Where the AVERAGE family income is $4,000.00 a year. Where 28,500 families earn $114,000,000 a year..spend $56,000,000 for retail merchandise! Hollywood, where 28,500 people are IN PICTURES..and IN THE MONEY..$72,000,000 each year! Your product will be MADE IN HOLLYWOOD if you use the Don Lee Golden Group Radio Stations . . . And it'll be made in the REST of California because the four stations of THIS NETWORK cover MOST of the people in the State. They've been making LISTENERS . . . FRIENDS . . . MONEY . . . for advertisers for over fifteen years!


HOLLYWOOD
DON LEE
Golden Group
KHJ Los Angeles
KFRC San Francisco
KDB Santa Barbara
KGB San Diego
THE WILLIAM G. RAMBEAU COMPANY
Representatives
CHANIN BLDG. — NEW YORK
TRIBUNE TOWER — CHICAGO

ANOTHER STEP
FORWARD
SEATTLE'S PIONEER RADIO STATIONS
Dedicate NEWER and FINER FACILITIES!
New Equipment . . .
November 15, KOMO-KJR completed the installation of two RCA 5000-watt High Fidelity transmitters and a 570-foot Truscon self-sustaining vertical radiator. the latest and most efficient broadcasting equipment available.
Increased Coverage . . .
KOMO-KJR primary and secondary area now comprises over 65% of the state of Washington's entire population . . . a potential audience of more than 1,027,000 persons.
FOR COMPLETE COVERAGE OF PUGET SOUND AREA USE —
KOMO
5000 WATT L. S.
NBC Red
SEATTLE
WASHINGTON
KJR
5000 WATTS
NBC Blue
National Representatives — Edward Petry and Company
KOMO
RED NET WORK
KJR
BLUE NET WORK

CRUSE APPOINTED TO POST WITH FCC

A. W. Cruse

ANDREW W. CRUSE, chief of the Electrical Division of the Bureau of Foreign & Domestic Commerce, on Nov. 18 was appointed assistant chief engineer of the FCC for the Telephone Division. He succeeds W. G. H. Finch, who resigned that post more than a year ago to reenter private practice in New York.

A graduate of the Naval Academy, Mr. Cruse has been with the Department of Commerce since 1933. He has specialized in television research and was the official U. S. government observer of European television in 1935, visiting England, France, Germany and Holland. Since his graduation from the Naval Academy in 1922, and after two years in the service, he was with the Bell Telephone Co., International Telephone & Telegraph Co., and various other telephone organizations both in this country and in Central and South America in engineering and executive capacities. At one time he served as general manager of CMC, Havana broadcast station, then owned by I. T. & T. He has lectured on television at various universities during the last year.

R. E. L. WELLINGTON, director of program planning of the British Broadcasting Corp., has been appointed assistant controller of programs, taking over the post formerly occupied by Maj. Gladstone Murray, who on Nov. 2 became director of the new Canadian Radio Corp.

Forward Industry

IN LINE with the daily reports of increasing industrial activity, reemployment and prosperity, NBC on Nov. 27 carried a special feature program titled *Forward Industry* on its Blue network, consisting of pickups of the sound of machinery and the voices of working men and executives from various industrial centers. Among those interviewed in the broadcast, arranged by A. A. Schechter, special events director, were longshoremen, deckhands, ship captains, fishermen, garment workers, transportation workers, stockyard and packing house workers, fruit growers and pickers, steel workers, etc., from 10 industrial centers and outlying areas. At the conclusion, Harper Sibley, president of the U. S. Chamber of Commerce, speaking from Washington, interpreted the meaning of the sounds and interviews.

Gannett Owns WHDL

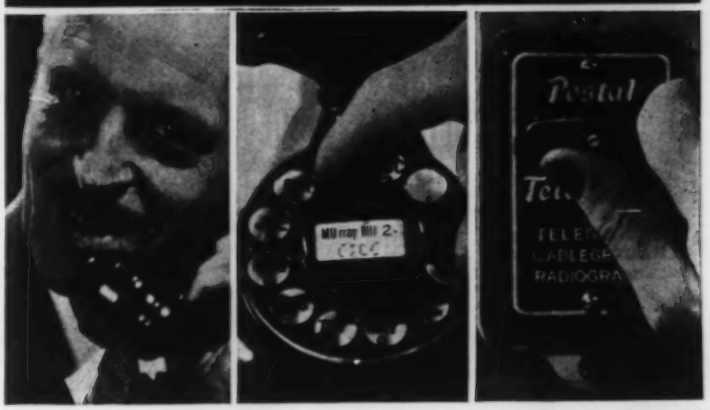
TRANSFER of 100% ownership of WHDL, Olean, N. Y., to the *Olean Times-Herald* Corp., a unit of the Gannett newspaper chain, was disclosed by the FCC Nov. 17. The newspaper company formerly had a minority interest in the station, although the remainder of its stock was mostly held by its executives, who continue to comprise the board of directors of the Olean Broadcasting Co., licensee.

KSD In St. Louis

Station KSD—St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO
FREE & PETERS, Inc., National Advertising Representative
New York Chicago Detroit San Francisco Los Angeles

Always!

SAY... or DIAL... or CALL...



Postal Telegraph

No matter what point you want to reach ...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a world-wide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy... with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables | All America Cables | Mackay Radio

WE are situated in the heart of a rich Northwest Market covering Nebraska, Iowa, Minnesota, North Dakota, South Dakota.

Number of Counties 157, with a total population of 2,041,276, serving 292,670 radio homes, 26,910 retail outlets.

A Full eighteen hour day, featuring live talent shows, news, sports, markets and educational programs, maintaining a policy to please both city and rural folks.

Xtra service for your account, large or small, contacting jobbers and distributors puts your account on a paying basis.

WE ASK YOU TO TRY WNAX

5000 WATTS (L. S.) 1000 WATTS NIGHT

570 KILOCYCLES YANKTON, SO. DAK.

REPRESENTATIVES

WILSON - DALTON - ROBERTSON

CONTRASTS — At left John Charles Thomas, the noted operatic baritone, is shown singing into modern microphone in the NBC studios. At right Mr. Thomas, already a star of the concert and radio, is shown in a solo broadcast 10 years ago.

Actions by FTC

DR. JOHANN Strasska Laboratories Inc. Ltd., Los Angeles, has agreed with the Federal Trade Commission to cease using the word "laboratories" as part of its corporate or trade name and to discontinue the term "a certified product". Reliance Mfg. Co., Chicago, has agreed to stop labeling garments with such phrases as "All Wool Melton" when such is not a fact. Olson Rug Co., Chicago, is charged with unfair competition in allegedly implying that new rugs are woven from the specific old material sent in by a customer.

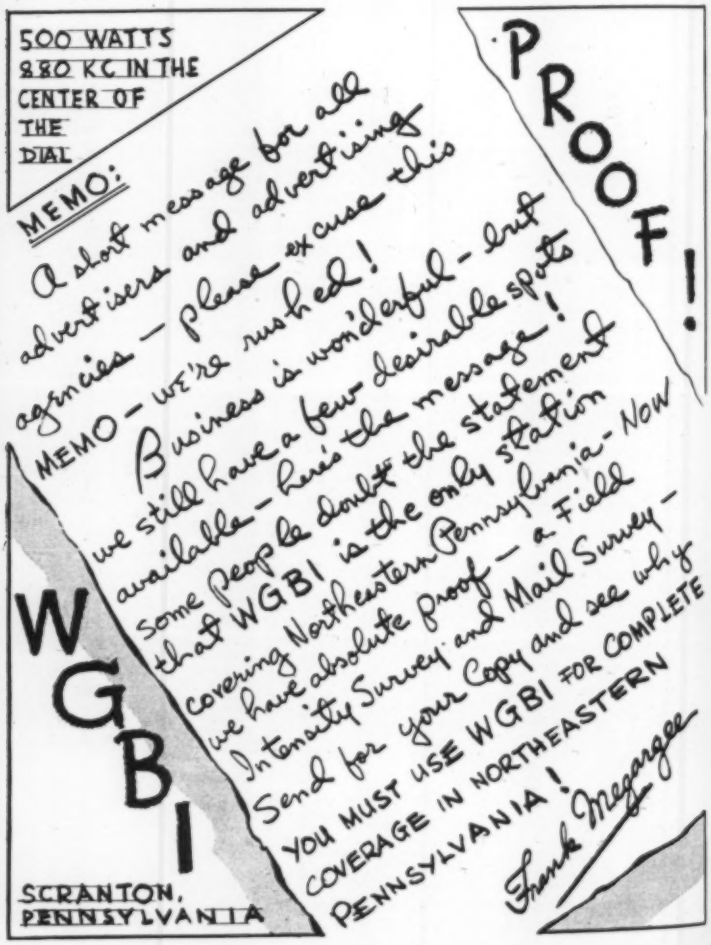
Baldwin Studying Plans To Record Test Library

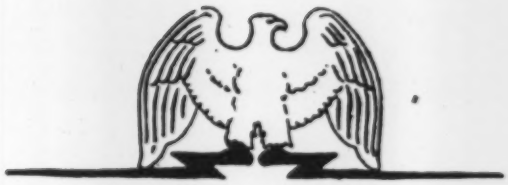
CONVERSATIONS WITH a half-dozen transcription recording firms have been held by James W. Baldwin, NAB managing director, during the last fortnight in connection with his plans for a public domain transcription service of 100 hours. Mr. Baldwin declared Nov. 23 that plans for the service are being pursued gradually and that he is investigating every aspect of recording before embarking upon the initial sample recordings. His plan is to record a one-hour sample before recording the 100-hour library.

Mr. Baldwin could not state how long it would be before actual recording would begin. He declared that searches of Library of Congress records for public domain music are continuing and that he is "encouraged" with the outlook.

Bar Dinner Guests

AT THE banquet and meeting held in Washington Nov. 18 by the Federal Communications Bar Association, formed last June, some 60 attorneys and guests were present and operation of the I. C. C. bar group was described by Clyde B. Aitchison, member of the I. C. C. Among guests were Mr. Justice Owen J. Roberts, of the U. S. Supreme Court; John Dickinson, first assistant attorney general; Anning S. Prall, FCC chairman, and Commissioners Sykes, Case, Stewart and Brown; Hampson Gary, FCC general counsel; Col. Davis G. Arnold, chief examiner. Louis G. Caldwell, president of the Association, presided.


500 WATTS
880 KC IN THE CENTER OF THE DIAL
MEMO:
A short message for all advertisers and advertising agencies — please excuse this MEMO — we're rushed!
Business is wonderful — but we still have a few desirable spots available — here's the message!
Some people doubt the statement that WGBI is the only station covering Northeastern Pennsylvania — Now we have absolute proof — a Field Intensity Survey and Mail Survey — Send for your Copy and see why YOU MUST USE WGBI FOR COMPLETE COVERAGE IN NORTHEASTERN PENNSYLVANIA!
Frank Megargee
PROOF!
WGBI
SCRANTON, PENNSYLVANIA



A MESSAGE TO TRANSAMERICAN STATIONS

We appreciate your congratulatory messages, but more particularly the enthusiastic cooperation you have given us, which has enabled us to provide the kind of action you asked for. Yet we have hardly begun.

Our next job is to give you the programs that are so much needed at this time. Not sustaining programs alone, but programs of such excellence that they will be readily sold.

We will also provide the sponsors.

The programs that are now being rehearsed in Hollywood have created unparalleled activity among advertisers. Transamerican is determined that its affiliated stations will not only be the most popular, but the most prosperous as well. The resources and energy of this organization are dedicated to this job.

Transamerican Broadcasting and Television Corporation

John L. Clark, President

NEW YORK	CHICAGO	HOLLYWOOD
521 Fifth Avenue	333 North Michigan Avenue	5833 Fernwood Avenue
MUrray Hill 6-2370	STAte 0366	HOllywood 5315

TEN

SOUND ENGINEERING

A decade of progress by NBC: The small picture shows a broadcast from the main studio in 1926. The large picture was taken in 1936, in the immense main studio at Radio City. Three stories high, acoustically perfect, and seating 1318, this is the world's finest, largest Radio Theatre—the result of the same sound engineering that distinguishes all RCA Radio Products.

RADIO CORPORATION OF AM

EVERYTHING IN RADIO FOR SERVICE IN COM

N YEARS—

that changed your life!

National Broadcasting Company, a service of RCA celebrates 10th Anniversary, marking a decade of unceasing progress in public service over the air

WHEN, on Nov. 15, 1926, the National Broadcasting Company presented its first network program few realized what a vast change it was destined to make in their lives—and in the lives of millions throughout the world.

For ten years ago broadcasting was in its infancy. Few were the believers who thought it would take its present place as the nation's most popular form of entertainment. It was held lightly, considered far too complex for general usefulness.

But today, the broadcasting of radio programs means the expenditure of fabulous sums of money . . . for air time and talent. Radio, through broadcasting, has become a mighty industry. Millions who once spent their leisure at other diversions now "listen in." Thousands now devote themselves to radio work. Artists, many then unknown, others famous only in large cities, now are the favorites of "fans" in every corner of the land. And in all these life changes, NBC has played a prominent part.

Thus, again RCA has served—and served well. RCA sound engineering stands behind the achievements of NBC—just as it has always been the guiding light of radio's greatest advances—just as some day it will give the world radio *sight!*

As the nation celebrates NBC's Tenth Anniversary, we reiterate: Public confidence in radio starts from the RCA trademark. This, the symbol of sound engineering, is the mark that makes sales. Dealers identifying themselves with it know this to be true. For they make more money.

RCA MANUFACTURING CO., Inc. • RCA COMMUNICATIONS, Inc.
NATIONAL BROADCASTING CO., Inc. • RCA INSTITUTES, Inc.
RADIOMARINE CORPORATION OF AMERICA

Listen to "The Magic Key of RCA" on NBC Blue Network every Sunday, 2:00 to 3:00 P. M., E. S. T.

MILESTONES OF NBC PROGRESS

1926 NBC 1936

In January, 1927, NBC made the first successful transcontinental pickup by broadcasting the Rose Bowl game from Pasadena, California.

In June, 1927, NBC made radio's first multiple pickup by broadcasting Lindbergh's arrival in Washington.

In January, 1928, NBC broadcast the first program from the West Indies as President Coolidge opened the Pan American conference in Havana.

In February, 1929, NBC broadcast the first international program from Europe (England).

In May, 1929, NBC first broadcast the Kentucky Derby.

In December, 1929, Christmas Day, the first international exchange program was broadcast to and from England, Holland, Germany and the United States.

In December, 1930, the first broadcast from a submarine was made.

In December, 1931, a tribute to Marconi was broadcast from 19 different points in the world. This was the first time so many widely separated places were united in one broadcast.

In December, 1931, the first broadcast of the Metropolitan Opera Company from the stage was made on Christmas Day.

AMERICA · *Radio City* · NEW YORK

COMMUNICATIONS . . . BROADCASTING . . . RECEPTION

XUM

BROADCASTING
and
Broadcast Advertising

Published by
BROADCASTING
PUBLICATIONS, Inc.

Executive and Editorial Offices:
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Subscription Price: $3.00 per year–15c a copy–Copyright, 1936, by Broadcasting Publications, Inc.
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager
NEW YORK OFFICE: 1270 Sixth Ave., Rockefeller Center, Telephone - COlumbus 5-3815
NORMAN R. GOLDMAN, Advertising ● HOWARD J. LONDON, Editorial
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● BRUCE ROBERTSON

Senator Wheeler Speaks

BEFORE every session of Congress, Radio's Hot Stove League usually meets. In the past the subject has been the sentiment of the new Congress on Radio by the American Plan.

It is different this year. There is hardly mention of government ownership because Radio by the American Plan has proved its efficacy beyond question, notably by its fairness and nonpartisanship in the recent political campaigns.

But there is talk now about radio ownership of another nature—newspaper and network ownership. It cannot be ignored because it originates with Senator Burton K. Wheeler, hard-hitting Montanan who is chairman of the Interstate Commerce Committee, charged with radio legislation.

We cannot agree entirely with Senator Wheeler's views as set forth in an interview published in this issue of BROADCASTING. But we cannot overlook the plain fact that the issues do exist and are not mere imagination on his part.

Senator Wheeler wants newspapers divorced from the ownership of stations. We think he is on the wrong track. He fears monopoly of public opinion and of advertising through joint ownership. While, conceivably, that could occur in cases where every newspaper and every station in the same area were owned by the same interests, such situations are the exception rather than the rule. Beyond that, newspapers are not subject to Federal license. Stations are. If there should develop situations wherein stations, by virtue of newspaper ownership, plead only one political cause or shut off competing advertisers, we believe the law provides redress either to the courts or to the FCC.

Senator Wheeler is sincere. He fears the development of monopolies in radio—monopolies that might bring serious consequences. On that score we suggest that there be a study of the entire situation so that legislation which would throw up the "safeguards" Senator Wheeler wants, might be enacted. Such legislation might even go so far as to prevent broadcasting stations from taking partisan viewpoints insofar as politics is concerned. And if Congress feels so inclined, economic provisions might be drafted to prevent the sort of "unfair competition" which the Senator fears.

Network ownership of stations presents a different problem. Senator Wheeler sees justification of network ownership only of stations in those centers in which the majority of programs originate. He opposes the absorption of additional clear channels by the networks. There is no doubt that if network acquisitions of stations continue at the pace they have in the past, there will be repercussions of serious nature. It is unhealthy in this day to concentrate ownership of too many important stations in the hands of individual groups.

SOME 400 broadcasters now are indulging in a bit of head-scratching as to when the NAB convention should be held in 1937—that is, the month. They have a questionnaire from the NAB on it. Still indulging in a bit of politicking, your trade publication recommends June, as delightful a month as the calendar offers and still one that doesn't hit into the busy Fall season.

Pro Bonus Publico

TYPICAL instances of sales success made possible by intelligent use of the broadcast medium are told frequently in these columns. Perhaps it is an old story—but with each telling there may be found new angles and novel approaches to distribution problems.

Down South the folks plant down millions of nickles on soda fountain counters and ask for a "Dr. Pepper". It is a soft drink that has catapulted into second place among all of the nation's carbonated beverages, yet its distribution is only regional. Sales for 1936 are 63.2% above those of the same period a year ago and the backbone of the promotion has been radio. Back in 1934 Dr. Pepper began using radio with some one-minute spots, but now presents an ambitious program on a tailor-made network fitting its regional problems.

Dr. Pepper's story is told on another page by Raymond P. Locke, vice president of Tracy-Locke-Dawson Inc., the agency. Along about the eighth paragraph he makes a statement that brings out a point that is worth some pondering: "Bottlers get a big kick out of the program themselves, and are impressed with the fact dealers and consumers seem to be more highly conscious of Dr. Pepper than before radio was used."

That bottler and dealer enthusiasm is a bonus that radio provides.

Education Again

ANOTHER conference on educational broadcasting has been called for this month. The sponsors are some 18 organizations identified with radio, education or social welfare.

Frankly, we were somewhat amazed by the proposed agenda for the meeting since it appeared to us that the subject of educational broadcasting was rather well covered at the hearings held last year before the FCC. Following those hearings, the FCC appointed the Federal Radio Education Committee, headed by the U. S. Commissioner of Education, to study the problems of educational broadcasting and coordinate the interests of both educator and broadcaster.

Thus, we had concluded that until this committee devised a definite course of procedure there would be little need for any general conferences on educational broadcasting. And the committee, we understand, is well along with its work.

Be that as it may, a conference is going to be held anyway, and its program covers every conceivable phase of education by radio. Whatever this conference may accomplish, and whatever conclusions it may reach, it seems to us, should be referred to the Federal Radio Education Committee, since it is an official group with a definite objective, functioning actually under Federal mandate.

The RADIO BOOK SHELF

THOUGH it touches upon broadcasting only passingly as one phase of the communications art, the new volume, *Telecommunications: Economics and Regulations*, published last month (McGraw-Hill Book Co., New York, $5) is a source book of information that should be in the library of everyone concerned with wire and wireless services. The authors are Prof. James M. Herring, of the Wharton School of Finance and Commerce, University of Pennsylvania, and Gerald C. Gross, chief of the FCC International Section and one of the country's outstanding authorities on telecommunications. The book presents a factual background of the development of communications as an industry; the factors affecting costs, rate-making, etc.; an analysis of Federal regulation up to and including the Communications Act of 1934, and chapters on what remains to be done by way of law and regulation from the standpoint of national policy.

A NEW magazine to be published quarterly by the School of Public and International Affairs of Princeton University, will make its appearance Dec. 15 as the *Public Opinion Quarterly*. According to its prospectus, it will deal with the fields of journalism, radio, motion pictures and advertising. Each issue will contain descriptive quarterly surveys of technical research in relation to public opinion; public relations work of governmental agencies; activities of important organized groups influencing public opinion and public policy; significant developments in the fields of communication and promotion. DeWitt Clinton Poole, director of the School of Public and International Affairs will be editor and Harwood L. Childs, associate professor of politics of Princeton, will be managing editor. The yearly subscription will be $4.

THE 1937 edition of the *Radio Amateur's Handbook*, published by American Radio Relay League, West Hartford, Conn. ($1) has been considerably enlarged and has 21 chapters and an appendix. Technical developments during the year are reviewed as well as changes in technique. Special attention is devoted to noise silencers for shortwave receivers, new circuit design and transmitter construction. Trends in ultra-high frequency operation are covered. In all the handbook has 544 pages.

We Pay Our Respects To —

WALTER JAY DAMM

IN EVERY LINE of endeavor there usually is one individual who is looked upon as the fountainhead of information, if not the father-confessor, among his associates. For instance, in baseball it is Judge Landis and in the medical profession Dr. Fishbein.

Among newspaper folk, if they want to know about broadcasting station operation by newspapers, they usually consult Walter J. Damm, manager of the successful WTMJ, of the *Milwaukee Journal*. It was by design that Walter Damm over the years encouraged newspaper ownership of stations. He was one of the first to regard the radio as the heritage of the press. Now, with newspapers more alive than ever before to radio, their publishers seek him out for background and information.

Walter Damm has his own credo regarding newspapers and radio. "I have always felt," he says, "that the logical operators of radio stations, by reason of their long experience in serving the public, are newspaper operators. As I have so often expressed myself, radio can take its lesson in practically every department of its operation from the newspaper, from business practices to program continuity.

"They travel parallel tracks. The function of both is to render the greatest possible public service in education, entertainment and community welfare. It is like a modern truck and bus highway paralleling a railway track. The difference between the engine which travels on the railway track, and the bus which travels on the highway, is their operation by steam and gasoline; the difference between radio and newspaper is oral and visual."

It is that sort of argument by the WTMJ executive that has led many a newspaper publisher into radio. And because of it, Walter Damm long ago became identified as the foremost proponent of newspaper ownership of stations. In that pursuit he has gained many friends, but he obviously has aroused the opposition of that still stalwart group in radio who look askance upon too large an influx of newspaper stations.

Long before there was commercial broadcasting, Walter Damm had carved a niche for himself as a newspaper promotion expert. Year after year he won prizes or honorable mention for his promotion campaigns on behalf of the *Milwaukee Journal*. He seized upon radio as early as 1923 as a newspaper promotional medium, and four years later saw his newspaper acquire its own station behind his incessant prodding.

And he got in with both feet. Retaining his sales promotion management of the *Journal*, he also assumed the managership of WTMJ. He pitched into industry activity, serving as the NAB president in 1931-32. He served several terms on the board of directors. He figured prominently in musical copyright negotiations, and was instrumental in devising the embattled "newspaper contracts" for newspaper-owned stations, to which independent stations have strenuously objected as unduly preferential. He started the rumpus on listener surveys of station popularity that still rages on like war in China.

Walter Jay Damm, like that famous beer, was born, reared and has flourished in Milwaukee. He first sniffed the Milwaukee ozone on July 19, 1893. He first sniffed printers' ink while in knee pants attending a Milwaukee high school as business manager of the school paper, and at the same time helped pay his way through high school working on the *Daily Reporter*, a local legal and building trades journal.

Young Damm became addicted to printers' ink. His first job after leaving school was with the *Evening Wisconsin*, later the *Wisconsin News*. Classified ads became his line. When, in January, 1916, he had an opportunity to join the *Journal* at $2 more per week, he hopped at it. He was so confident about the job that he got married three days later.

At the *Journal* his progress was rapid. He served successively in classified advertising, real estate advertising, special editions, merchandising, national sales, research and finally as sales promotion manager. The aggressive young salesman originated the "consumer analysis", a system of market surveys based upon interviews with a cross-section of "users" instead of retailers and wholesalers. The *Journal* still publishes this analysis in yearly editions. And this was the forerunner of WTMJ's first listener habit survey.

"I believe," he says, "that I was the first to base radio surveys on listeners' 'at-the-moment' habits rather than their recollections of yesterday. I am sure I published the first such survey for the period from 7 a. m. to 10 p. m., listing all stations by call letters whether they had more or less listeners than WTMJ."

It was in 1923 that Promotion Man Damm, looking for new fields to conquer, contrived to use radio to promote the *Journal's* food and style shows. He brought radio stars to Milwaukee from such prominent stations of those days as WEBH, Edgewater Beach Hotel, Chicago; WCBD, Zion, Ill.; WQJ, then operated by the Calumet Baking Co., and others. The next year the *Journal* presented regular Sunday programs over independently owned local stations, distributing Milwaukee-made products to winners of limerick contests.

But using somebody else's station didn't suit the *Journal*. Officials of the newspaper finally became sold on the Damm idea that newspapers were logical operators of stations. On June 25, 1925, WHAD, Marquette University station, tied up with the *Journal* for joint operation. Walter tells an intriguing story of that initial operation. A Western Electric public address system served as the line amplifier of WHAD. While a studio was installed at the *Journal* building, the original pickup was at a theater across the street. "It was necessary to run over to it every time a remote broadcast was made and throw a lot of patches to bridge around the theatre," he explained.

In 1927, at Mr. Damm's instigation, the relationship with Marquette was severed and the *Journal* acquired its own station through purchase of WKAF, which was scrapped. The 1,000 watt WTMJ was installed, and has been on the air continuously since. A few months ago WTMJ acquired five new studios and a complete new layout of speech input and control equipment. Among other things, WTMJ is known as the most litigated station in the country, having spent a large amount of money in protecting its assignment on the 620 kc. channel by fighting all efforts of other stations to get on it or to increase power.

As president of the NAB, he had the distinction of presiding over a convention that was opened by President Hoover, who addressed it by radio from Washington. These opening festivities were broadcast nationally. During his tenure he also advocated regional meetings, the first of which was held in San Francisco in 1932.

Walter Damm has hobbies aplenty. In work, he says his hobby is to operate a station as a business institution and "do all I can to sell others the same idea." He is pretty much of a home lover, and putters about a garden, has several dogs, and tinkers with a Leica camera. He likes golf and always has an Old Fashioned before dinner.

PERSONAL NOTES

HENRY G. WELLS Jr., assistant to the executive vice president of the John H. Perry newspaper properties, including the *Pensacola Journal* and *Jacksonville Journal*, has been appointed manager of WCOA, Pensacola, succeeding George R. Bose, resigned.

MRS. EDYTHE FERN MELROSE, until recently general manager of WJAY, Cleveland, has joined Pan American Broadcasting Co. as sales promotion manager. Now placing the Remington-Rand account, the company has engaged Mrs. Melrose to develop and build new programs.

DONALD FLAMM, president of WMCA, New York, planned to sail for Europe Dec. 12 aboard the *Rex*, remaining for about a month. His itinerary included London, Monte Carlo and Paris.

FRED KING, formerly on the staff of WSUN, St. Petersburg, and for the past year program director of WCOA, Pensacola, has resigned to accept an executive position with the Woodruff group of stations in Georgia, including WATL, Atlanta, WGPC, Albany, and WRBL, Columbus.

WILLIAM P. HOOD, program director of KGKO, Wichita Falls, Tex., has been named commercial director of the station, which will be moved into Fort Worth Jan. 1. Mr. Hood will continue to announce his commercials.

JACK STILLWELL, of the Iowa Broadcasting System sales force, on Nov. 5 married Miss Betty Helming, of Des Moines.

ROD GAINFORD, of the administrative staff of 4BK, Brisbane, Australia, arrived in Los Angeles in November and will make a trip across country visiting radio stations.

MIKE HOLLANDER, onetime owner of old WDAG, Amarillo, and until recently manager of KIUJ, Santa Fe, N. M., has been appointed manager of KGGM, Albuquerque, N. M., succeeding T. H. Lathrop, who has resigned to enter the transcription field in Los Angeles. Elmer Fondren, formerly in the continuity department of KGKO, Wichita Falls, and later with KPDN, Pampa, Tex., is program director of KGGM.

W. I. DUMM, president of the Associated Broadcasters Inc., which operates KSFO in San Francisco, is in Washington, D. C. to attend the FCC hearing on the transfer of that station to CBS.

MALCOLM T. GAINES, former newspaper advertising man and reporter recently with the *Rochester Journal* and before that with the *Baltimore News* and other papers, has joined the sales staff of WGAR, Cleveland.

LUDGAR MORENCY, father of Paul W. Morency, general manager of WTIC, Hartford, died as a result of an elevated train accident in Chicago on Nov. 12. He was one of the original residents of Oak Park, in suburban Chicago.

TED GAILEY, formerly program manager of KGER, Long Beach, Cal., Major Harrison, one time with Kansis City radio stations, and Bob Davis, former San Francisco newspaper man, have joined the commercial department of KEHE, Los Angeles.

GUY STEWART, formerly of WOL, Washington, has been named sales manager of WKZO, Kalamazoo. Leonard Van Dam has joined the sales staff.

SAM KATZ, formerly in the electric appliance seling field, on Nov. 16 joined the WMCA sales staff, to act as WMCA representative throughout New Jersey.

ROBERT A. SCHMID, promotion manager of MBS in New York, addressed the Princeton Advertising Club in New York Nov. 23 on "Radio's Place in Advertising". Eugene S. Thomas, assistant sales manager of WOR, New York key of MBS, spoke Nov. 19 before the advertising students of Roosevelt High School, New York, on "Station Tested Programs".

PAT FLAHERTY, formerly of WIP, Philadelphia, has joined the sales staff of WPG, Atlantic City.

GERALD K. HUGHES, vice president of Pan American Broadcasting Corp., New York, married Miss Eunice Marie Earley, of Brooklyn, in October.

HARRY LUEDEKE, salesman and announcer of WMBD, Peoria, and Miss Florence Pearson, also of the station's sales staff, were married in November at the home of Edgar L. Bill, WMBD president. Mr. and Mrs. Bill were attendants at the ceremony.

JAMES R. CURTIS, president of KFRO, Longview, Tex., and Mrs. Curtis are the parents of a daughter, Elizabeth De Rue, born Oct. 30.

CHESTER MATSON, for several years on the sales staff of KHJ, Los Angeles, has joined the sales force of KNX, Hollywood.

HAROLD KIMMELL, formerly production man of KGKO, Wichita Falls, Tex., has been named program director, replacing William P. Hood, who has become commercial director. Frank Mills, formerly of WHO, Des Moines, has joined the announcing staff.

CARL ANDERS DYMLING, manager and director of programs for the Swedish Broadcasting Co., Stockholm, and Erik Mattsson, chief engineer for the same company sailed for Sweden aboard the *Berengaria* on Nov. 25. They were members of the foreign radio executive party invited to NBC's Tenth Anniversary.

BEHIND THE MICROPHONE

AL METCALF, announcer of WSGN, Birmingham, is the father of a baby boy born recently. A number of personnel changes have been made at WSGN, Birmingham, the microphone staff now including Robert McRaney, program director and publicity; Joe Ford, announcer and studio director; Al Metcalf, announcer and continuity; Lee MacArthur, announcer and poetry; Wilbur Bossinger, program.

DORTHY TUTTLE, formerly with WJAY, Cleveland, has joined WKZO, Kalamazoo, and is writing and producing a number of programs.

NAT WOLF in November joined H. N. Swanson Inc., Hollywood booking agency, to direct its newly organized radio dept.

JACKSON WHEELER, staff announcer of KNX, Hollywood, the middle of November announced his engagement to Edna Mae Jones, Twentieth Century-Fox player, the marriage being scheduled for January.

MARRIAN KISSINGER, office manager and member of the production staff of KFAB, Lincoln studios, and Jack DeWitt, free lance writer, were married Nov. 15 in Portland, Ore.

CALDWELL CLINE, singer and musician, formerly of WSJS, Winston-Salem, N. C., has joined the announcing staff of WBT, Charlotte, N. C. Lee Kirby, recently with the Rexall streamlined train for several months, formerly of San Antonio, also has joined the WBT announcing staff.

JAMES CLEMENGER, announcer of WMCA, New York, is the father of a baby boy born in November.

HAROLD BEAN, announcer of WMBD, Peoria, has been named program manager.

BASEBALL CUP — Gov. Roy D. Cochran, of Nebraska (right) presents Harry Johnson, of KFAB, Lincoln, with *Sporting News* trophy for most popular announcer in non-major league cities. Harry Hartman, WCPO, Cincinnati, won the major league trophy.

JAMES HENDRIX, for the last two years an announcer on the staff of WCOA, Pensacola, has become program director, succeeding Frank King who has gone to Georgia. Russell Hirsch has joined the announcing staff of WCOA.

JAMES DONOVAN, news editor and script writer of WCOP, Boston, is recuperating at his home after an illness that confined him for three weeks at Haynes Memorial Hospital.

DAVID PRICE, former sports commentator of Boston stations and at one time on the Canadian mounted police force, has joined Boston Light Co. as assistant sales promotion manager.

NORMA GOOD has resigned from the program department of KYA, San Francisco, to engage in other work in that city.

VIC BROWN, actor, stage manager, and booking agent for Orpheum Circuit and Sligh & Salkin, has replaced Nelson Shawn in NBC's Artist Service Department in Chicago. Shawn recently joined Neisser-Meyerhoff Inc., Chicago, as radio director.

LESLIE EDGLEY, continuity writer whose programs have been broadcast over WLS, WWAE and ABC network, has joined the continuity staff of NBC in Chicago.

JANET BAIRD, home economist and fashion expert, who formerly conducted the *Confidentially Speaking With Helen Webster* broadcast on KGO, San Francisco, is pinch-hitting as commentator on the NBC-Pacific Blue network *Reader's Guide* program during the absence of Joseph Henry Jackson who is on a tour of South America gathering material for a new book.

KENNY HIGGINS has resigned from the announcing staff of KFRC, San Francisco, and has gone to Hollywood where he plans to continue his radio activities. His successor at KFRC is Jack Murphy, formerly with KJBS in San Francisco.

GORDON BROWN, announcer at KJBS in San Francisco, has recovered from injuries received in an automobile accident two months ago and has returned to his station duties.

OTTIS ROUSH, who recently joined the staff of WTJS, Jackson, Tenn., as announcer and sportscaster, has been made publicity director and radio editor for the affiliated newspaper, the *Jackson Sun*.

MILTON LAUGHLIN, program director of WHAT, Philadelphia, married Miss Anne Mary Lawler, feature writer and poetess of *The Evening Public Ledger* on Nov. 13.

DON KELLEY has replaced Bob Cunningham in handling the man-on-the street *Curb Exchange*, program, with Don Emerson Smith for KOIL, Omaha.

No. 3 Of A Series On The New York Market!

MOUNT MORRIS PARK, in New York's Spanish Colony is less than ½ sq. mile in area but contains a larger population than Pasadena, Calif.

THE UNITED STATES census for the Spanish speaking population of greater New York lists only natives of Spain, Central and South America and the West Indies for a total of 41,282. There are, however, more than 100,000 Porto Ricans and Cubans as well as many Mexicans and Portuguese not officially tallied.

ESTIMATED AT over 200,000, the Spanish speaking population of metropolitan New York is greater than the population of Malaga, the fifth largest city of Spain. The average family expenditure varies from $1,800 per year to $4,048 per year. THEY LISTEN TO AND SUPPORT 15 SPANISH LANGUAGE PROGRAMS ON STATION WBNX!

Full Staff for Foreign Language Productions Available

WBNX Programs Are Based On Population Characteristics.

SPEAKS THE LANGUAGE — W2XIS SHORT WAVE ALL PROGRAMS 31,600 KC — STANDARD CAHILL CO. WBNX NEW YORK CITY 1350 KC — W2XIN PORTABLE UNIT SPECIAL PICK-UP 31,100 KC — OF YOUR PROSPECT

A NEW APPROACH TO THE NEW YORK MARKET
1000 WATTS DAY AND NIGHT

WHK 1390 K.C. — WJAY 610 K.C.

Preferred Time— If You Hurry

Most *good* radio stations have no preferred time for sale—it's all taken by alert sponsors. But due to the consolidation of WHK and WJAY and redistribution of programs, we have several really choice periods still available on these stations, the exclusive CBS outlets in Cleveland. We suggest an immediate letter or collect wire.

WHK ★ WJAY
CLEVELAND
H. K. CARPENTER
Vice President & General Manager
C. A. McLAUGHLIN
Sales Manager

small SPOTS TO big SPOTS

Out west, where men are men and service is spelled with a capital "S" there are more dollars per millivolt than ever before. These stations literally splatter millivolts by the gallon over this rich terrain, saturating it with good-will for their advertisers backed up by dollars spent for their products.

Joseph H. McGillvra, NEW YORK · CHICAGO
Walter Biddick Co., LOS ANGELES · SAN FRANCISCO · SEATTLE

THERE IS A DIFFERENCE

In this highly competitive bidding for audience acceptance and listener interest every radio station is hyper-critical of the program material available for broadcasting.

Transco feature length programs will bear the most careful scrutiny. They are not "Quickies", not "Shorts", but are studied, carefully planned major productions "Readibilt" for your use.

Transco is manned by a staff of people who have had years of experience in this business of broadcasting, and whose entire time and attention is directed to the building of entertainment features which will prove profitable investments.

There is a difference, and our field managers will gladly demonstrate to you in a complete audition.

●

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE
1509 N. Vine Street

●

CHICAGO OFFICE
666 Lake Shore Drive

EVERY BROADCAST ALMOST NATIONAL

★YOU, TOO, WILL DRIVE YOUR SALES UP TO NEW HIGHS STEADILY BY CONCENTRATING MORE OF YOUR ADVERTISING DOLLARS TO REACH THE EARS OF THAT VAST AUDIENCE OF BUYERS DOMINATED DAY AND NIGHT BY

WHAS
CBS BASIC OUTLET
LOUISVILLE, KENTUCKY

Represented By
EDWARD PETRY & CO.

JOHN HAYES, former program director of WIP, Philadelphia, has joined the continuity staff of Associated Transcription Service, New York.

KEN WHITE, chief announcer of KALB, Alexandria, La., has been named program director, with Woodrow - Hattic, once with KWKH, Shreveport, taking his place. Elmer Feldheim, formerly of WWL, New Orleans, has joined KALB as continuity director and singer.

FRED R. JONES, from Hearst Radio Inc., New York, will arrive in Los Angeles in December to become publicity director of KEHE.

AL POSKA, for eight years a staff announcer of KOIL, Omaha, late in November joined KEHE, Los Angeles. George Irwin, KEHE staff announcer, was appointed head of the continuity department.

ROBERT L. TYLER, formerly with KTAR, Phoenix, Ariz., late in November joined the announcing staff of KFOX, Long Beach, Cal. He succeeded Jack Strock, who resigned to free lance.

STEPHEN D. CARTRIGHT, blind and deaf news commentator of KOIL and KFAB, Omaha and Lincoln, on Nov. 7 married Miss Irma Perry in Nebraska City.

W. H. STEPHENSON, formerly of KFXR, Oklahoma City and Los Angeles stations, has joined the announcing staff of WBBZ, Ponca City, Okla.

TED SCHERDERMAN, producer in the NBC Hollywood studios, is the father of a baby girl born in November.

FRANCES SAWYER, sales department secretary of KFWB, Hollywood, for the laast two years, has been named to the newly-created post of traffic manager.

RUSS DAVIS, for 14 months with KWTO and KGBX, Springfield, Mo., is returning to XERA, opposite Del Rio, Texas.

JOHN PEARSON, head of the news departments of KWTO - KGBX, Springfield, Mo., has been named head of the newly formed promotion department.

DICK GLOYNE, native of England, has joined the announcing staff of KFOR, Lincoln, Neb.

EDDY HUMPHRY has been named sports editor of WKZO, Kalamazoo.

BETTY HILEMAN, office secretary of Standard Radio Inc., Hollywood transcription producers, and Seth Ely, who has just retired from the presidency of the firm, were married recently.

LEE HANNIFY, of the *Omaha Bee-News* staff has joined the news staff of the Central States Broadcasting System in Omaha.

ROY MOYES, formerly with KYA, San Francisco, is producing radio shows in Los Angeles.

BEN HARKINS, for the past six months on the production staff of KJBS, San Francisco, has gone over to KFRC in that city in a similar capacity.

JAMES McMASTERS, onetime manager of the *Country Church of Hollywood* program, in November was appointed publicity manager of KMTR, Hollywood. He also announces the *Roving Reporter* programs.

EUGENE EUBANKS, formerly production and dramatic director of WLW, Cincinnati, and previously with the Don Lee System in a similar capacity, has joined the Chicago program department of NBC as a production director. Before entering radio, Eubanks worked in the movies with Famous Players Lasky.

BOB BROWN, program director and Thomson Bartlett, announcer of WBBM, Chicago, are ill with influenza.

Flamm Is Honored At Gotham Dinner

Civic Leaders Pay Respects for Service to Infants' Home

MANY figures in public life, leaders in New York's civic affairs and executives in radio joined Nov. 14 at the Plaza Hotel, New York, to pay tribute to Donald Flamm, president of WMCA, New York, and head of Inter-City Broadcasting System, for his service in the cause of the Infants' Home of Brooklyn. A portion of the tribute dinner festivities was broadcast over both WOR and WMCA.

Among those who addressed the some 1,000 dinner guests were Chairman Prall, of the FCC; David Sarnoff, RCA president; Alfred J. McCosker, WOR president, and chairman of the honorary committee; Max D. Steuer; Justice Ferdinand Pecora, New York Supreme Court; Hon. Grover A. Whalen; Judge Jonah J. Goldstein, of New York; Gene Buck, ASCAP president; William Weisman, WMCA attorney, and Rudy Vallee. Mrs. Bert Greene Warenoff, secretary to Mr. McCosker, and chairman at the dinner, presided. Present also was FCC Commissioner Thad H. Brown.

A year ago, the Infants' Home paid similar tribute at a testimonial dinner to Mr. McCosker.

"Keep Air Clean"—Prall

AN APPEAL to "keep the air clean" was made by Chairman Prall in an extemporaneous address. "We of the FCC," he said, "are trying to do real things in Washington to keep the air clear of objectionable broadcasts. We feel that what goes into the American home through broadcasts must be clean and it must be wholesome. We feel we are interested in a new and vital industry and we know that unless the broadcaster does his part to keep the air clean, the industry will never develop as we expect it."

Harry Hershfield, humorist and after dinner speaker, was brought to the dinner by wire from the West Coast. Mr. Sarnoff spoke of Mr. Flamm's part in development of radio, and admonished him to beware of becoming a "big broadcaster" like NBC, with the tribulations of two networks.

In response to the addresses, Mr. Flamm indulged in a brief humorous discourse in which he attempted to expose "the guy" who happened to be the honor guest. He explained he got into radio because, one night, he happened to hear N. T. G. over WHN, New York, reciting "The Kid's Last Fight". Deciding he had to "save the industry", and besides, he could recite pretty well, he explained he bought WMCA and then WPCH, part-time stations which he later combined as a full-time unit. He said he also tried to buy WHN but was told that Palisades Amusement Park had to go with it.

BOAKE CARTER, Philco commentator, has been commended by the American Association of Engineers for "championship of the cause of technical men and his insistence on expert technical guidance of government projects in connection with safety at sea, air mail and passenger service, and future flood control measures."

TO WHOM IT MAY CONCERN

"Since we first began using radio nearly seven years ago we have concentrated about ninety-nine percent of our radio advertising through WTAM. During this time we have sponsored 1301 separate Spang broadcasts. One of several reasons for the above is the interesting fact that WTAM completely covers our territory which extends from Sandusky to Youngstown and south through Canton. You may use this letter for any purpose you wish."

Very truly yours,

THE J. SPANG BAKING COMPANY

William Spang, *V. P.—General Manager*

WTAM

50,000 WATTS

NBC Red Network

CLEVELAND

Completely programmed by NBC

Minit-Rub Tryout

BRISTOL-MYERS Co., New York (Minit Rub), is testing a program titled *Minit-Rub Minute Interviews* on WGAR, Cleveland, three quarter-hours weekly, with Bob Evans and Morrie Condon conducting interviews from theatres, bus terminals and hotels. The series is being tested to determine its possibilities for a national campaign. Young & Rubicam Inc., New York, is agency.

REMOVAL of WKBB, East Dubuque, Ill., across the Mississippi River to Dubuque, Ia., was recommended to the FCC Broadcast Division Nov. 24 by Examiner Bramhall, who at the same time recommended against the application of the *Dubuque Telegraph-Herald* for 500 watts on 1340 kc.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

Television Service On Everyday Basis By 1938 Forecast

Goldsmith Discusses Progress; Craven for Higher Power

TELEVISION'S problems and the need for a closer technical liaison between the FCC and the radio manufacturers and engineers occupied much of the attention of the joint annual meeting of the Institute of Radio Engineers and the Radio Manufacturers Association at Rochester, N. Y., the week of Nov. 16. The forecast that television will be an everyday service by 1938 was heard from several experts as the technical phases of visual broadcasting were probed.

A. F. Murray, television chief of Philco Radio & Television Corp., as acting chairman of the RMA television committee, reported that the 441-line standard (which means scrapping of RCA and Philco's present 343-line transmission systems) has definitely been adopted by RMA so that all receivers can receive all transmissions. He repeated the five-point plan of RMA: A single set of television standards for this country; high-definition pictures approaching home movies in clarity; service offering as near nationwide coverage as possible; simultaneous broadcasting of more than one program in as many localities as possible; lowest possible receiver cost.

The prediction that television will be a commercial fact by 1938 was voiced by Dr. Alfred N. Goldsmith, New York consulting engineer and former chief engineer of RCA, who discussing some of the production phases of television programs, expressed the belief that studio audiences should not be allowed to watch televised programs and declared he did not believe the motion picture industry has anything to fear from television.

A former president of the American Society of Motion Picture Engineers, Dr. Goldsmith said:

"We have particularly in mind that the motion picture field (which, in our opinion, has little to fear from television broadcasting if it maintains a forward-looking outlook and is well guided) will have methods and output which can be adapted somewhat to the needs of a certain part of television procedure. Television can, in turn, place at the disposal of the motion picture industry certain new methods and devices which should be useful. Certainly, the relationship between these sister arts could and should be pleasant and mutually helpful in the best interests of each."

Comdr. T. A. M. Craven, FCC chief engineer, discussed receiver performance and the need for cooperation between the engineer and manufacturers with the FCC in the latter of allocations, such as those considered at the recent shortwave and broadcast wave conferences in Washington. He pointed out that the IRE and RMA testimony at the hearings was among the most valuable in the record, declaring:

"There are compromises that may be required and engineering planning seems to be necessary, but most important of all there seems to be essential a coordination between the Commission's engineering department and the engineering committee of the RMA. If the Commission engineers could thoroughly understand the problems involved in receiver design, and the RMA could thoroughly understand the problems involved in the allocation of transmission facilities, there should result a better broadcasting service to the public."

Comdr. Craven foresaw no prospect of changing the present 10 kc. carrier separation method of allocation, and he made the statement that "it seems desirable from the standpoint of allocation of transmission facilities to permit higher power on existing stations." It was recalled that both RMA and IRE recommended higher power in all brackets at the recent Washington hearings.

TELEVISION LISTS
British Press Carries Daily Resume of Programs

TELEVISION, now operating on a daily except Sunday public schedule in London, gets regular listings in the British press. This is how the *London Daily Mail* lists television programs, indicating what may be expected in this country as soon as television becomes an everyday service:

ALEXANDRA PALACE
Vision: 6.67 Meters (45 mc.)
Sound: 7.23 Meters (41.5 mc.)
By BAIRD SYSTEM

3—Opening of the BBC Television Service by Major G. C. Tryon; Mr. R. C. Norman and Lord Selsdon will also speak.
3:15—British Movietone News.
3:20-3:30—Variety, produced by Dallas Bower, with Adele Dixon, Buck and Bubbles; BBC Television Orchestra, conductor, Hyam Greenbaum.

By MARCONI-E.M.I. SYSTEM

4—Opening of the BBC Television Service.
4:15—British Movietone News.
4:20-4:30—Variety Performance.

Television Termed Talent Consumer

Production Problems Will Be Serious, Says Mr. Sarnoff

TELEVISION, even more than sound broadcasting will be the great consumer of art, David Sarnoff, president of RCA and chairman of the board of NBC, told Franklin Institute, Philadelphia, in an address delivered Nov. 18 and titled "Three Decades of Radio". Discussing production problems of television, he said:

"NBC is making an intensive study of television studio technique. During the next few months we will expand the engineering field tests into a series of dress rehearsals of various types of programs. Ultimately television will create its own individual art form—a fresh and unique world of illusion. It will, to be sure, borrow from the older arts of stage, motion picture, and sound broadcasting. It will supplement them all, and supersede none. The character of the new medium, with its inherent advantages and limitations, provides new scope for the imagination.

Supplying Talent

"IN THE WORLD of creative and expressive art the hardest question which television propounds is that of supplying talent. It suggests a reversal of the usual comparison between American methods of production and of distribution. Industry, it is said, has learned how to produce efficiently and cheaply, but distributes its wares inefficiently and wastefully.

"Here is television, on the other hand—youngest and most glamorous of industry's children—preparing to deliver its programs with the speed of light into the center of every home. Perfect distribution! But television's problem of program production is a different matter. It is still unsolved, and much work must be done before the solution has been achieved.

"Television broadcasting will constantly demand more and better writers, musicians, actors, and scenic designers — new thoughts, new words, new songs, new faces, new backgrounds. Unlike a play on the stage or a motion picture which may run for a year, the television program, once it has been shown to a national audience, is on the scrap-heap. It is finished. Television will call for a whole new generation of artists. It should help materially to solve the unemployment problem."

B. C. Legislative Series

B. C. REMEDY Co., Durham, N. C. (proprietary), will sponsor *Doings of the Legislature* on WPTF, Raleigh, N. C., when the state legislative body convenes. The series will start Jan. 4, two days before the sessions open. Programs will be broadcast in the evening. Carl Goerch, commentator, will discuss the legislative activities from the "low-down" standpoint. Harvey-Massengale Co. Inc., Atlanta, is the B. C. agency.

KFWB, Hollywood, on Dec. 5 will greet the arrival of Santa Claus on the Santa Fe Chief under the sponsorship of the Globe Department Store. An automobile parade of youngsters will greet Santa and journey to the store for a free puppet show.

1000 Watts **KIRO** 710 KC
SEATTLE, WASHINGTON

KIRO LOOIE *says:*

"Take it easy, girls, I've got something for all of you."

KIRO, known as "the most civic-minded station in the Puget Sound area", has developed intense LISTENER LOYALTY by carrying a maximum of events and news of LOCAL INTEREST.

NEW YORK DETROIT
NATIONAL REPRESENTATIVES
John Blair & Co.
CHICAGO SAN FRANCISCO

Networks Laying Plans For Inaugural Coverage

ELABORATE plans are being made by NBC, CBS and MBS to broadcast the second inauguration of President Roosevelt and Vice-President Garner, to be held Jan. 20 instead of the traditional March 4. Representatives of the networks met Nov. 17 with Col. Edwin A. Halsey, secretary of the Senate; C. W. Gurney, Senate sergeant-at-arms, and David Lynn, Capitol architect, to arrange the various pickups which will bring a notable battery of announcers, commentators and engineers to Washington to cover the ceremonies throughout the day.

Representing NBC in the conference were A. A. Schechter, director of news and special events; K. E. Berkeley, manager of WRC and WMAL, Washington, and Phil Merryman, NBC operations supervisor in Washington. Representing CBS were Paul White, director of special features, and Henry Grossman, operations engineer. Representing MBS was William Dolph, manager of WOL, Washington. Immediately after the conference Mr. White left by airplane for Buenos Aires to handle the CBS broadcasts from the Pan American Peace Conference which starts Dec. 1. NBC announced that it had received requests from various foreign broadcasting systems for permission to pick up and rebroadcast the events, which was readily granted.

NETWORK programs west of Denver were suddenly cut off for 38 minutes from 4:55 p. m. on Nov. 22 when rope used for towing gliders and dangling from a private airplane became entangled with the telephone lines feeding CBS and both NBC networks out of Denver. The plane was not damaged, and the stations either substituted local programs or were fed out of Los Angeles.

LEGION REVIVED
Cast Restages Old Program And It Goes Over

THE CAST of *Tales of the Foreign Legion*, once a popular CBS program from Chicago, never expected to get together again. But Ray Appleby, who once directed and performed in the series, recently moved to Los Angeles as program manager of KEHE. He browsed around the film studios and found that the entire cast of the *Foreign Legion* series was writing for the film, with the single exception of one man who had died. So the group reassembled on a Sunday night at KEHE and staged one of their programs, with the result that the feature is now getting a Coast airing on KEHE at 7:30 p. m. (PST). Besides Mr. Appleby, the others include Vinton Haworth, Willis Cooper, Stanley Andrews and Don Briggs.

Consolidated Drug Adds

CONSOLIDATED DRUG TRADE PRODUCTS, Chicago (Peruna, Kolor Bak, etc.) has added three stations to the list of those carrying its hillbilly programs: WHAS, Louisville, an hour's program each weekday; WPTF, Raleigh, a half-hour each weekday; and WBOW, Terre Haute, Ind., an hour each weekday. Advertising for Wilson Chemical Co., Chicago (Wilson Cleaner), a subsidiary, will be included in future programs of Consolidated Drug Trade Products. Agency is Benson & Dall Inc., Chicago.

NEWS
is your best bet
TRANSRADIO

*Pa Pitt
Gets a Raise!

Pa Pitt is smiling and so is Ma for that matter! And why not? The raise in wages announced by steel companies will pour over ten million *extra* dollars into the pockets of workers in the Pittsburgh area during the next year.

With retail trade already up 32.3% over last year and industrial production up 37.5%, Pa Pitt has a right to smile.

WCAE smiles too. For WCAE is more popular with Pa and Ma Pitt than any other radio station in the world.

(*Mr. Pittsburgher)

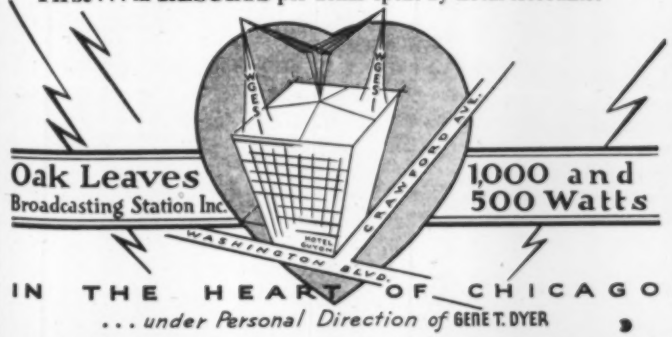
WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representatives · HEARST RADIO
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

WGES
1st
IN CHICAGO

First . . . in **NUMBER** of Local Chicago Accounts!
First . . . in **HOURS** per day Sponsored by Chicago Accounts!
First . . . in **NUMBER** of REPEAT Contracts from Local Accounts!
First . . . in **RESULTS** per dollar spent by Local Accounts!



Oak Leaves Broadcasting Station Inc.
1,000 and 500 Watts

IN THE HEART OF CHICAGO
. . . under Personal Direction of GENE T. DYER

WNOX

Covers
59 Counties
•
131,100
Radio Families.
•
Center of
T. V. A.
Activities
KNOXVILLE, TENN.

Revival of Food and Drug Bill Is Expected in Next Congress

Amendment to Wiley Act Is Considered Rather Than New Laws in Conflict With State Measures

THE ONLY legislation affecting advertising, directly or indirectly, contemplated at the next session of Congress, in the opinion of competent observers, is that in connection with the regulation of sale and advertising of food, drugs, devices and cosmetics.

Both Senator Copeland (D-N. Y.), chairman of the Senate Commerce Committee, and author of S-5 of the last two sessions, and Rep. Chapman (D-Ky.) author of a separate House bill on food and drugs, are at present engaged in the preparation of new measures, evidently differing widely in aspect, for introduction shortly after Congress convenes Jan. 5.

Talk of far-reaching changes in the Robinson-Patman Act of last session, which already is having a profound effect upon marketing, distribution and advertising, is branded without foundation by responsible authorities. They state that the measure first must undergo a court test as to its constitutionality and that it probably will be well into the autumn of 1937 before there will be any adjudication. The court tests are indicated either in the Shefford Cheese Co. or the Kraft-Phenix Cheese Corp. cases in actions against the Federal Trade Commission.

Jurisdiction Problem

THE FIGHT over food and drugs legislation again appears to center on the question of jurisdiction—that is, whether the Food & Drug Administration of the Department of Agriculture shall be given control over advertising provisions, along with certain others, while the Federal Trade Commission should continue with the regulatory authority it now holds. At the last session, the Senate passed the Copeland Bill with a provision for dual authority, over the strenuous protest of the FTC. In the House, however, where a totally different bill was reported out by Committee, it was proposed to vest complete regulatory authority in the Trade Commission.

Senator Copeland has stated repeatedly that he favors Department of Agriculture jurisdiction. Since the last session he has devoted considerable time to drafting a new bill, aided by Ole Salthe, associated with him in his health organization. Conferences have been held with various individuals representing manufacturers and advertising media, it is reported, and the new bill is expected to be ready when the session begins, as far as Senator Copeland is concerned.

Tugwell's Resignation

THE MAN behind the original food and drug legislation, which drew the fire of practically all industry groups, was Rexford Guy Tugwell, who last month announced his resignation as Undersecretary of Agriculture and director of the Resettlement Administration to become executive vice president of the American Molasses Co. His departure from the Washington scene will remove one of the key protagonists of drastic legislation. He also has been the most vigorous advocate for Department of Agriculture jurisdiction.

As passed by the Senate last session, the Copeland Bill was not considered seriously objectionable since practically all of its allegedly inequitable provisions had been eliminated following protracted hearings and hectic floor battles. There remained, however, the Agriculture Department jurisdiction. The House, under Rep. Chapman's guidance, rewrote the bill practically in its entirety, and then found itself unable to get a rule from the Rules Committee to bring about its consideration prior to adjournment.

Food and drugs legislation is of importance to the broadcasting industry since some $30,000,000 annually is spent by manufacturers in the food, drugs and cosmetics lines for network and for spot advertising. Neither the Copeland Bill nor the Chapman Bill, as finally drafted last session would have affected this business, it was felt, and the NAB at no time offered opposition to those measures, although it was active in 1934 when the original Tugwell-Copeland proposal was pending.

Amending the Wiley Act

OUT OF all this pre-session conversation regarding such legislation has developed a new thought — that both the Copeland and Chapman projects for entirely new legislation be tossed aside for a bill which simply would amend the Wiley Food & Drugs Act, which has been on the books for a quarter century, to bring its provisions up to date. That, it is presumed, would mean retention of administration in the FTC, and broadening of that jurisdiction. The strongest argument in support of such a move, it is indicated, is that the numerous state laws written in conformity with the Wiley Act would not have to be repealed but could simply be repaired to meet the revised Federal statute.

Also to be considered in the light of food and drug legislation is the work of the special Senate committee headed by Senator Byrd (D-Va.) for revision of the Federal executive department structure. Among proposals understood to have been submitted to that committee, which resumes its functions in January, was one to set up a Federal Bureau or Department of Public Welfare to encompass the functions of the Public Health Service, Food & Drug Administration and other units dealing with health and social welfare. In such an event, it is possible that food and drug regulation would be involved, with this proposed new agency acting simply as the scientific research unit, and with the Trade Commission continuing as the administrative and enforcement agency.

State Sponsors Program

THE FIRST radio program to be sponsored and paid for by the State of Oregon was inaugurated over KOIN, Portland, in November. Under auspices of the State Realty Commission headed by Hugh H. Earle, the half-hour show *Oregon On Parade* is presented each Sunday afternoon as a promotional venture to sell Oregon and Oregon's available land to the public. Gov. Charles H. Martin was the chief speaker on the opening program Nov. 8. The featured entertainer is Veroqua LaRae, Chicago Opera soprano.

WE-UNS GOT BIG DOUGH TO SPEND!

Experts figure that the Red River Valley farm income alone will total 97 million dollars in 1936. That's a considerable pile of dough, and we know how to make it into layer cakes for smart advertisers. Want the recipe?

WDAY, INC.

N. B. C.

FREE, JOHNS & FIELD, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Affiliated with the Fargo Forum

THE ONLY NBC BLUE NETWORK STATION
Between ST. LOUIS *and* DENVER
WREN
CENTRALLY LOCATED TO SERVE—
KANSAS CITY, TOPEKA *and* ST. JOSEPH

Norman F. Storm, KOL, Seattle, Dead

N. F. Storm

NORMAN F. Storm, advertising manager of KOL, Seattle, and nationally known radio and newspaper advertising man, died after a sudden illness Nov. 13 in the Swedish hospital in Seattle.

Mr. Storm, whose 45th birthday was Nov. 12, was stricken suddenly while at his desk Nov. 10 and underwent an operation the next day. His sudden death comes as a shock to friends he had made in newspaper and radio advertising, not only in Seattle and the West, but also in New York and Chicago, where he was a frequent visitor to advertising offices. He had served as manager at KOL for more than five years where his popularitv with staff and clients was exceptional.

Mr. Storm formerly was a member of the news and advertising staffs of the *Seattle Times* and the *Seattle Post-Intelligencer*, and was also formerly in advertising work in Chicago. He saw his first military service as a member of the old Signal Corps, Washington National Guard. On organization of the first company, Washington Coast Artillery, an outfit that expanded into a full regiment before the world war, Mr. Storm became one of its charter members. He rose from private to first sergeant in the first company, and saw army service in the war.

Survivors are the widow; Mrs. Pearl E. Storm; three sons, Donald, Thomas, and Leo; his mother, Mrs. W. C. Storm; four sisters, Mrs. Archie G. Taft, Mrs. Kathleen Jones, and Mrs. Leo H. Sullivan, all of Seattle, and Mrs. Alfred Christianson of Mount Vernon, Wash.; two brothers, Harold and Donald Storm, both of Seattle.

ITEM ON CONTESTS
WOL Pays and Pays as Grid Followers Guess

THE score: Listeners, $200; WOL, 0. So ended the gridiron season in the nation's capital, where a handful of lucky fans had been guessing the required 18 out of 20 football winners each week to win tickets to local games. The contest was promoted on the daily Tony Wakeman sports program, and all went along nicely as colleges cooperated by donating tickets to astute guessers.

That was before Nov. 14, when nearly all the favorites in the 20 selected games turned out to be winners. WOL was tackled for a $200 loss when it had to buy additional tickets for a flock of shrewd pickers among the 1,000 contestants, who quickly ate up the available Annie Oakleys.

The program is a sustainer.

WTCN

ST. PAUL AND MINNEAPOLIS

FREE & PETERS, Inc.

National Representatives

WOKO

BASIC

CBS OUTLET

ALBANY, N. Y.

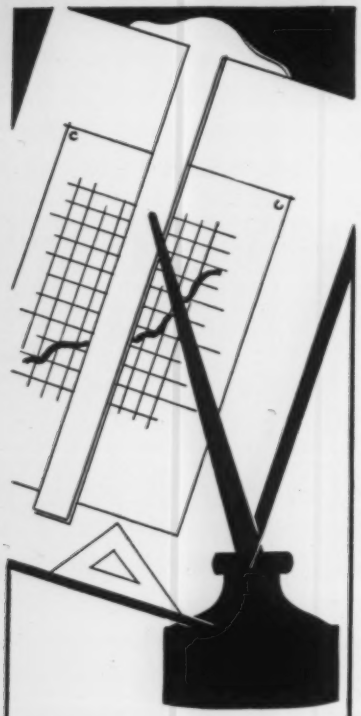
◆

A Trial Will Convince You Of Its Popularity

● THE microphone is regarded by many as a symbol of the pleasure they get from their radios. Yet it is but a small part of the radio facilities of the nation.

So with the telephone — the instrument itself is only the visible sign of a far-flung communication system.

During this holiday season, both radio and telephone will spread timely cheer. Radio programs, originating in one place and carried from city to city over lines and equipment of the telephone system, will blanket the country. Thus the best in broadcasting and the finest facilities the telephone industry can provide will combine to bring holiday happiness to millions of people.



A SPECIAL MERCHANDISING DEPARTMENT THAT HAS WON THE HEARTS OF AGENCY EXECUTIVES AND SALES FOR THEIR CLIENTS!

One of the many outstanding features of KFH which has won the approval of advertisers and advertising agencies is its special merchandising department, cooperating with advertisers by planning and carrying out a practical merchandising campaign which increases distribution and sales.

We'll be glad to assist you in Wichita, the shopping center for south central Kansas and northern Oklahoma.

KFH

WICHITA · KANSAS

Affiliated with CBS
National Representatives
EDWARD PETRY & CO.

Examiner Advises Deletion of KVOS

Program Complaints, Alleged Defamatory Comment Cited

DELETION of KVOS, Bellingham, Wash., owned principally by Rogan Jones, was recommended to the FCC Broadcast Division Nov. 23 by Examiner Ralph L. Walker in a report in which he held the station has failed to serve public interest, convenience and necessity.

Constituting the first recommendation for deletion of an existing station in many months, Mr. Walker's report was based on protracted hearings held before him last May. Issues involved in the hearing included assignment of the control of the corporation operating the station from West Coast Broadcasting Co. to Mr. Jones without FCC authority, complaints against programs of the station, alleged dissemination of defamatory statements and alleged mechanical violations.

The station operates on 1200 kc. with 100 watts power unlimited time. It was acquired by the Jones group in 1929. The station has been embroiled in local controversy, notably with the *Bellingham Herald*. It now is in litigation before the U. S. Supreme Court on the right of broadcasting stations to pick up and broadcast news dispatches once they are published in Associated Press newspapers. A decision in this case is expected this month.

Baseball Pickups

AMONG other things, the report brought out that in 1934 and 1935 KVOS allegedly broadcast play-by-play descriptions of world series baseball games without procuring authority of the originating station and sponsored them locally whereas the actual series was sponsored nationally by Ford.

Quoted at great length in the report were excerpts from the *KVOS Newspaper of the Air*, a popular period over the station conducted by L. H. Darwin of Bellingham, who purchased the time in bulk and paid one-half of the money collected to the station.

In his conclusions, Examiner Walker stated that the violation of the regulations by the unreported transfer of stock to Mr. Jones was technical rather than substantial. He held also that in making the news contract with Mr. Darwin, KVOS did not transfer or assign its rights under its license and that the baseball broadcasts did not appear to be an actual violation of rules concerning rebroadcasting. He added there is no evidence that KVOS had at any time deviated from its assigned frequency and that it only on one occasion operated with less than assigned power.

Mr. Walker quoted the decision of the Court of Appeals in the now famous Rev. "Bob" Schuler case in which the court sustained the former Radio Commission's deletion of his station on grounds of its use as a personal mouthpiece.

"The broadcasts of Dr. Schuler were much more objectionable in character than those shown to be made by Mr. Darwin over KVOS," said the examiner. "However, the general principles laid down by the court are applicable here."

Under customary FCC procedure, KVOS is entitled to oral arguments before the Broadcast Division before final adjudication of the case.

FORGOT TO DUCK—Despite ample warning signs, these two southbound wingers smacked right into the antenna of KFRO, Longview, Texas. Manager James R. Curtis (left) is telling Earl Kalusche, program director, how 'twas a dark and stormy night but perhaps the signs should have better lighting.

Olson Holiday Spots

OLSON RUG Co., Chicago (rugs) is using announcements and time on participation programs in a pre-Christmas campaign on stations WJR, WLS, WJZ, WMCA and the ABC regional network. Copy asks listeners to write for the new catalogue, showing how their old rugs may be exchanged for new ones. Agency is Presba, Fellers & Presba Inc., Chicago.

'Hit Parade' Sliced

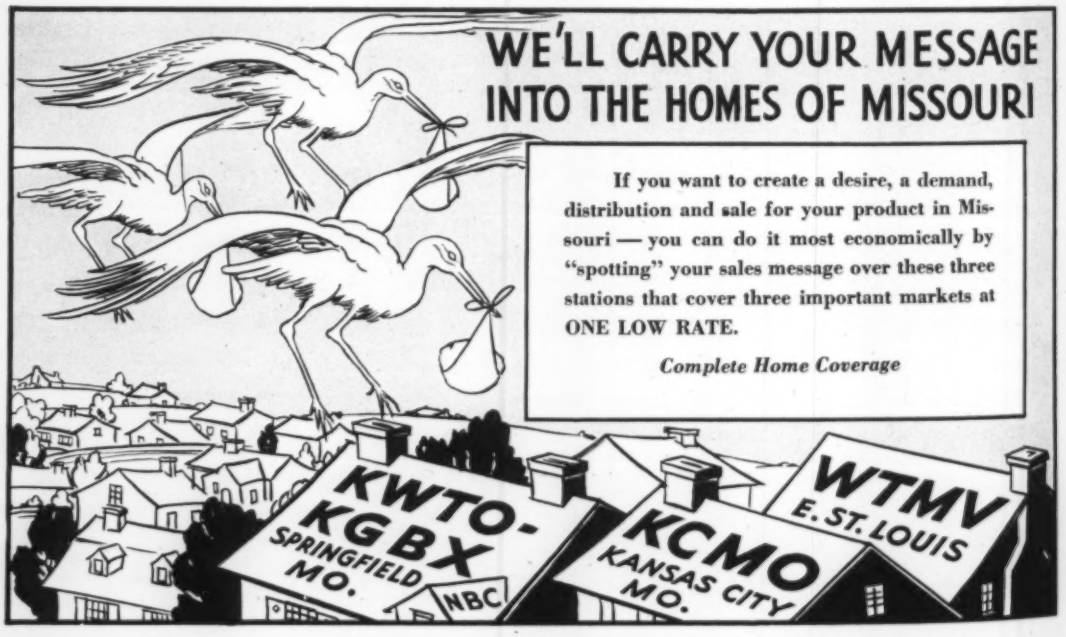
AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), has cut the Wednesday evening NBC-Blue network program to a half-hour, 10-10:30, and on Nov. 28 reduced the CBS Saturday night period to a half-hour. Both programs continue to be heard over the same number of stations.

WJJD

has POWER 20,000 WATTS
has PROGRAMS THAT BUILD AUDIENCES
Gets RESULTS

LET US TELL YOU WHY YOU CAN NOT AFFORD TO PASS UP THE LARGEST INDEPENDENT STATION IN CHICAGO!

201 N. WELLS ST., CHICAGO, ILL.
NATIONAL REPRESENTATIVES
WEED & CO. 350 MADISON AVE., N.Y.C.


WE'LL CARRY YOUR MESSAGE INTO THE HOMES OF MISSOURI
If you want to create a desire, a demand, distribution and sale for your product in Missouri — you can do it most economically by "spotting" your sales message over these three stations that cover three important markets at ONE LOW RATE.
Complete Home Coverage
KWTO-KGBX SPRINGFIELD MO.
NBC
KCMO KANSAS CITY MO.
WTMV E. ST. LOUIS

LATIN RADIO MOVES FORWARD

South American Countries Improving Equipment and Offer Better Coverage to Advertisers

By F. A. WEITZEL

F. A. Weitzel

THE DEVELOPMENT of radio advertising in Latin American countries has been making great progress during the last two years, although, with the exception of Mexico and Cuba, it has always remained a few stages behind the development of commercial broadcasting in the United States. There are various reasons for this.

A domestic radio industry does not exist in Latin America, consequently, all the broadcasting equipment must be imported. This situation is, of course, a great handicap for countries where capital available for investments of any kind is relatively limited and where the domestic currency has an unfavorable rate of exchange. While foreign investors might have profited by this very fact, they did not find it attractive enough when the Latin American radio business was new. Consequently, South America was left to build up her own broadcasting facilities as well as she could.

Recent Progress

IN THE beginning there were many small, low-powered radio stations with inadequate equipment, most of which was of the homemade, make-shift type. Under these circumstances it is obvious that radio advertising in South America, especially by foreign sponsors, could not be encouraged.

During the last few years, however, important changes have taken place. While there are still many low-powered radio stations in operation, they are being compelled to improve their facilities since they now have as competitors radio stations of 50,000 watts with the best modern equipment.

Today the radio advertiser can cover more than adequately all the Latin American countries. But the advertiser is not only interested in broadcasting facilities; the receiving sets and the number of listeners are of equal importance to him. In this respect the situation is also very much changed, as import statistics show. The number of receiving sets is steadily increasing, with all major countries sharing in this expanding business. There are sets of American, English, German, French and Dutch origin, the latter still holding the high record because the Dutch are manufacturing a relatively inexpensive set with few tubes.

These Dutch sets, of course, are not built to receive long distance broadcasts so, for the present, advertisers must still take them into account when planning a South American radio campaign.

One outstanding feature of the radio complex in South America is the great number of shortwave stations. This is partly due to geographical conditions and to the fact that low-powered stations cover the greatest area when operating on shortwaves. Of many of the more important and progressive stations one may generally say that they operate on both long and shortwaves, simultaneously.

The increasing popularity of radio as a medium of advertising in South America can be partly attributed to low time rates and partly to the high percentage of illiterates among the population. But the spoken word, overcoming the disadvantage of printed matter, requires a thorough knowledge of the psychology of the South American peoples. Of course, the Spanish language is entirely out of place in Brazil where the population is offended by anything but Portuguese. All the other Latin American countries, though Spanish speaking, have their own dialectic and linguistic particularities. Disregard of these circumstances would render any commercial broadcast a failure.

Avoiding Prejudice

IF A PROGRAM is planned for a specific country, the sponsor must be sure that in the selection of scripts, music, and songs all the peculiarities and prejudices of the people living in that country are observed. Of course, for an advertising campaign planned to cover more than one country, the cost of adapting a program to fit each country would be prohibitive. In such a case a language generally referred to as "Neutral Spanish" should be used. The importance of this point can hardly be overstressed.

The types of commercial broadcasts are manifold and no one kind can be generally recommended. In selecting a type the same considerations which apply to domestic broadcasts should be taken.

The "short announcement" type of commercial broadcasts is still very frequently used; but with some stations, which are almost inundated with this sort of commercials, they have become a public nuisance and, therefore, are entirely ineffective. There are stations which rattle off these spot announcements 40 or more in succession. The money on these announcements is entirely wasted unless the advertiser is assured by the station that his short announcements are placed in a somewhat outstanding place within sustaining programs or between programs.

All types of broadcasts can be performed either by the station announcers and local talent or with the aid of recordings. In commercial broadcasts of American advertisers in foreign countries the general trend is towards the use of recorded programs. In this way uniformity, exact duration, quality of performance and employment of the right kind of talent for script, acting, singing and music can be assured. Moreover, all the shortcomings inherent in recordings of a few years ago have been eliminated by the highly perfected method of electrical transcription.

WGAR Bar Barred

CLEVELAND bar association has threatened not to support judges for reelection if they take part in *Scales of Justice*, a series of 26 half-hour programs offered to a local sponsor by WGAR, Cleveland, according to a statement by the station. The prospective sponsor refused to take the program after the bar action. Prominent judges or attorneys were to comment at the end of each program and were to turn over their checks to local charities. Possibility of legal action against the bar association is being considered by WGAR.

IT HAPPENS IN MARYLAND

The Almanac Barometer says:

☛ RETAIL TRADE: Retail volumes high. Merchants preparing for the most active holiday season in five or six years.

☛ MARKET NOTES: Expansion over 1935!

☛ PRODUCTION: Retailers pressing to expedite shipments in time for holiday selling!

THIS IS THE WBAL MARKET!

WBAL

Maryland's Only Clear Channel High Power Station

10,000 WATTS

BALTIMORE, MARYLAND

National Representative: HEARST RADIO

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

RESOLVED • •

To reach more homes with my Advertising Dollar in

1937

By Using

WTOC

SAVANNAH, GA.

1260 K. C. CBS

National Representatives

PAUL H. RAYMER CO.

STANDARD RADIO INC.

Electrical Transcriptions for STATIONS and SPONSORS

HOLLYWOOD ★ CHICAGO

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

WNAC, Boston

Spencer Shoe Co., Dorchester, Mass., 78 *sa*, thru Chambers & Wiswell Inc., Boston.
C. F. Mueller Co., Jersey City (macaroni), 65 *sa*, thru E. W. Hellwig Co., N. Y.
General Baking Co., New York (Bond (Bread), 60 *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Tide Water Oil Co., New York (Tydol, Veedol), 312 *sa*, thru Lennen & Mitchell Inc., N. Y.
College Inn Food Products, Chicago, 6 *sa*, thru Blackett-Sample-Hummert Inc., Chicago.
E. I. du Pont de Nemours & Co. Inc., Wilmington, 36 *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

WIP, Philadelphia

P. J. Ritter Co., Bridgeton, N. J. (catsup), 4 weekly *sa*, thru Geare-Marston Inc., Philadelphia.
SSS Co., Atlanta (proprietary), 3 weekly *t*, thru Johnson-Dallis Co., Atlanta.
Geo. D. Wetherill & Co. Inc., Philadelphia (paint), *sa*, direct.
Plantabbs Corp., Baltimore (seeds, etc.), 100 *sa*, thru Cahn, Miller & Nyburg Inc., Baltimore.
Atlantic Refining Co., Philadelphia, 3 *sp*, thru N. W. Ayer & Son Inc., Philadelphia.
General Mills Inc., Minneapolis (Wheaties), *sp*, thru Simons-Michelson Co., Detroit.

WCAE, Pittsburgh

Seabury Inc., New York (Kalms), 39 *ta*, thru Ferry-Hanly Co., N. Y.
C. F. Mueller Co., Jersey City (macaroni), 156 *sa*, thru E. W. Hellwig Co., N. Y.
Lever Bros. Co., Cambridge (Spry), 38 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Ironized Yeast Co., Atlanta, 8 *t*, thru Ruthrauff & Ryan Inc., N. Y.
U. S. Industrial Alcohol Co., New York (Super Pyro), 26 *sa*, thru Lambert & Feasley Inc., N. Y.
Gardner Nurseries, Osage, Ia., *sp*, thru Northwest Radio Adv. Co. Inc., Seattle.

KFRC, San Francisco

Chicago Engineering Works, Chicago (television apparatus), weekly *t*, thru Strang & Prosser Adv. Agency, Seattle.
Chevrolet Motor Co., Detroit (motor cars), weekly *t*, thru Campbell-Ewald Co. Inc., Detroit.
Colgate-Palmolive-Peet Co., Jersey City (soaps), 6 weekly *ta*, thru Benton & Bowles Inc., N. Y.

WEAN, Providence

Rhode Island Ice Co., Providence, 4 *sa*, thru George W. Danielson, Providence.
Newport Chamber of Commerce, Newport, R. I., 5 *sa*, thru Granville S. Standish, Providence.
George E. Warren Corp., Boston (Clearcoal), 182 *sa*, thru Harry M. Frost Co. Inc., Boston.
Procter & Gamble Co., Cincinnati (Crisco), 32 *sa*, thru Blackman Adv. Inc., N. Y.

WICC, Bridgeport

Lion Brewery, New York (Lion Ale), 28 *sa*, direct.
New York, New Haven & Hartford RR, Boston, 14 *sa*, thru Goulston Co. Inc., Boston.

WAAB, Boston

Croft Brewing Co., Boston (Croft Ale, etc.), 52 *sp*, thru C. Brewer Smith Adv. Agency, Boston.

KDKA, Pittsburgh

Colgate-Palmolive-Peet Co., Jersey City, 26 *sa*, thru Benton & Bowles Inc., N. Y.
Railway Express Agency, New York, 91 *sa*, thru Caples Co., N. Y.
Mantle Lamp Co. of America, Chicago, 78 *t*, thru Presba, Fellers & Presba Inc., Chicago.
Nestles Milk Products Inc., New York, 26 *sp*, thru Lord & Thomas Inc., N. Y.
Procter & Gamble Co., Cincinnati, 52 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Bradley Co., Springfield, Mass., 12 *sa*, thru Blackstone Co., N. Y.
Dr. Ellis Sales Co. Inc., Pittsburgh (cosmetics), 23 *sp*, thru Elsie Lichtenstul, Pittsburgh.
A. H. Lewis Medicine Co., St. Louis (proprietary), 130 *ta*, 13 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WMCA, New York

Justrite Co., Milwaukee (bird food), weekly *sp*, thru Hoffman & York, Milwaukee.
Bisceglia Wine Co., New York (Greystone wine), weekly *sp*, direct.
Olson Rug Co., Chicago, 5 weekly *sa*, thru Presba, Fellers & Presba Inc., Chicago.
Piso Co., Warren, Pa. (cough syrup), 104 *sa*, thru Lake-Spiro-Cohn Inc., Memphis.
Chris. Feigenspan Brewing Co., Newark (PON beer), 6 weekly *sp*, thru Sheck Adv. Agency, N. Y.

WENR, Chicago

Colgate-Palmolive-Peet Co., Jersey City, N. J. (Palmolive soap), 20 *sa*, thru Benton & Bowles Inc., N. Y.
A. H. Lewis Medicine Co., St. Louis (Tums), 5 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Eaton Products Inc., Cleveland (auto heaters), 2 weekly *ta*, thru Meldrum & Fewsmith Inc., Cleveland.
Procter & Gamble Co., Cincinnati (Crisco), 2 weekly *sa*, thru Blackman Adv. Inc., N. Y.

KSFO, San Francisco

Roman Meal Co., Tacoma, Wash. (cereal), 14 weekly *sa*, thru Milne & Co., Seattle.
American Popcorn Co., Sioux City, Ia. (popcorn), 2 weekly *t*, thru Coolidge Adv. Co., Des Moines.
Maryland Pharmaceutical Co., Baltimore (Rem), 21 weekly *ta*, thru Joseph Katz Co., Baltimore.
Coca-Cola Bottling Co. of Cal., San Francisco (soft drink), 5 weekly *t*, direct.
Chevrolet Motor Co., Detroit (motor cars), 39 *sa*, thru Campbell-Ewald Co. Inc., Detroit.
Hotel Sherman, Chicago (hotel service), 6 weekly *sa*, thru Harry Atkinson Inc., Chicago.
Dozets Co., Los Angeles (Dozets), 7 weekly *sa*, thru Walter Biddick Co., Los Angeles.

WBT, Charlotte, N. C.

Florida Citrus Commission, Tampa, 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Chilean Nitrate Educational Bureau, New York (fertilizer), 2 weekly *t*, thru O'Dea, Sheldon & Co., N. Y.
American Products Co., Chicago (groceries), 6 weekly *sp*, thru Matteson-Fogarty-Jordan Co., Chicago.
Armour Fertz Co., Atlanta (fertilizer)), 6 weekly *sa*, thru Gottschaldt-Humphrey Inc., Atlanta.
Cycles Trades Inc., New York (bicycles), weekly *sa*, direct.

KGO, San Francisco

Pacific Greyhound Lines Inc., San Francisco (transportation), weekly *sp*, thru Beaumont & Hohman Inc., San Francisco.
RCA Mfg. Co. Inc., Camden, N. J. (radios), 3 weekly *sa*, thru Lord & Thomas, N. Y.
Railway Express Agency, New York (delivery services), 7 weekly *sa*, thru Caples Co., N. Y.

KJBS, San Francisco

Washington State Apple Inc., Wenatchee, Wash., (apples), 26 *sa*, thru J. Walter Thompson Co., San Francisco.

From Manchester (N. H.) Leader

O. K. Honey—Now get the football game on the radio—and make it loud!

WGN, Chicago

Libby, McNeill & Libby, Chicago (food products), 6 weekly *sa*, thru J. Walter Thompson Co., Chicago.
Standard Oil Co. of Indiana, Chicago (gasoline), weekly *sp*, thru McCann-Erickson Inc., Chicago.
General Mills Inc., Minneapolis (Gold Medal flour), weekly *sp*, thru Blackett-Sample-Hummert Inc., Chicago.
Premier-Pabst Sales Co., Chicago (Blue Ribbon Beer), 156 *sp*, thru Morris-Schenker-Roth Inc., Chicago.
Wander Co., Chicago (Ovaltine), 260 *sp*, thru Blackett-Sample-Hummert Inc., Chicago.
Chocolate Products Co., Chicago (Stillicious Yeast Vitamine B Chocolate Milk), 78 *t*, thru J. L. Sugden Adv. Co., Chicago.
Mid-Continent Petroleum Corp., Tulsa (D-X Gasoline), 78 *t*, thru R. J. Potts & Co., Kansas City.
Larus & Bro. Co., Richmond, Va. (Edgeworth tobacco), 13 *t*, thru Marschalk & Pratt Inc., N. Y.
Sterling Products Inc., New York (Calrad wafers), 312 *sp*, thru Cramer-Krasselt Co., Milwaukee.
Consolidated Drug Trade Products Inc., Chicago (drugs), 312 *sp*, thru Benson & Dall Inc., Chicago.
Sterling Products Inc., New York (drugs), 195 *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Sterling Products Inc., New York (Bayers Aspirin), 130 *sp*, thru Blackett-Sample-Hummert Inc., Chicago.
Mid-Continent Petroleum Co., Tulsa (oil products), 78 *sp*, thru R. J. Potts & Co., Kansas City.
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 26 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
Chicago Mail Order Co., Chicago, 3 weekly *t*, thru Matteson-Fogarty-Jordan Co., Chicago.

WHAM, Rochester

L. C. Forman & Sons, Pittsford, N. Y. (pickles), 2 *sa*, thru Hart Conway Co. Inc., Rochester.
Household Magazine, Topeka, 3 weekly *t*, thru Presba, Fellers & Presba Inc., Chicago.
Eaton Products Inc., Cleveland (auto heaters), weekly *ta*, thru Meldrum & Fewsmith Inc., Cleveland.
White Magic Cleanser Corp., Rochester, 5 weekly *sa*, thru Hughes, Wolf & Co., Rochester.
Milton Bradley Co., Springfield, Mass. (games), 12 *sa*, thru Blackstone Co., N. Y.
Bernard Perfumers, St. Louis (Love Charm), 2 weekly *sa*, thru Hilmer V. Swenson Co., St. Louis.
American Poultry Journal, Chicago, 3 weekly *t*, thru Presba, Fellers & Presba Inc., Chicago.
Lever Bros. Co., Cambridge (Spry), 2 daily *sa*, thru Ruthrauff & Ryan Inc., N. Y.
B. Max Mehl, Fort Worth (numismatic), *sp*, thru Guenther-Bradford Co., Chicago.

WOR, Newark

Adolf Gobel Inc., New York (meat), weekly *sp*, 2 weekly *sa*, thru Lester A. Loeb Inc., N. Y.
S. C. Johnson & Son Inc., Racine (wax), weekly *sp*, thru Needham, Louis & Brorby Inc., Chicago.
Anderson Co., Gary, Ind. (Sleet Master), weekly *sp*, thru Schwab & Beatty Inc., N. Y.
Sears Roebuck & Co., Newark (retail), 3 weekly *t*, direct.

KWTO-KGBX, Springfield, Mo.

Reid, Murdoch & Co., Chicago (Monarch food), 2 daily *sa*, thru Rogers & Smith Adv. Agency, Chicago.

KMPC, Beverly Hills, Cal.

Gardner Nursery Co., Osage, Ia., 2 daily *t*, thru Northwest Radio Adv. Co. Inc., Seattle.

WSGN, Birmingham

Vita-Mil Co., Cincinnati, 3 weekly *sp*, direct.

RADIO ADVERTISERS

M. E. RAYMOND Inc., Ballston Spa, New York (Wonder Oil ointment) is placing advertising through De Rouville Adv. Agency, Albany, N. Y., and contemplates using radio.

HINCKLEY & SCHMITT Inc., Chicago (Corinnia water), has appointed Baggaley, Horton & Hoyt Inc., Chicago, as agency.

SKELLY OIL Co., Kansas City, is advertising through Ferry-Hanly Adv. Co. Kansas City.

STAR BREWERY Co., Vancouver, has named Robert Smith Adv., Portland, Ore., to direct its advertising.

SWEETS Co. of AMERICA Inc., New York (Tootsie Rolls) has placed its account with Franklin Bruck Adv. Agency, N. Y.

DOMINO CITRUS ASSN., Bradenton, Fla., contemplating radio, has placed its advertising with De Rouville Adv. Agency, Albany.

HUNTLEY'S Inc., Burlington, Ver., largest laundry and dry cleaning concern in the state, has obtained exclusive broadcast rights to home basketball games of the University of Vermont. Hays Adv. Agency, Burlington, has the account.

CHEF BOIARDI FOOD PRODUCTS Co., Cleveland, has placed its account with Frank Presbrey Co., Chicago.

KALAMAZOO Vegetable Parchment Co., Kalamazoo, Mich., has named N. W. Ayer & Son Inc., Detroit, to handle advertising of its specialties division.

TRIAD MFG. Co., Pawtucket, R. I. (radio tubes) has appointed Franklin Bruck Adv. Agency, New York, to service its account.

ALASKA PACKERS ASSOCIATION, San Francisco, continues to place advertising through McCann-Erickson Inc., San Francisco.

ESTATE STOVE Co., Hamilton, O., has transferred its advertising to Stockton-West-Burkhart Inc., Cincinnati.

SAMSON UNITED Corp., Rochester (electric appliances) will advertise through Grey Adv. Agency, New York.

S. A. SHERER Corp., Los Angeles, statewide auto loan firm, late in November transferred its radio account to the Allied Adv. Agencies in the same city. Frank Bull and Dick Smith will handle the account which runs on 11 stations with full-time programs.

ALLIED MILLS Inc., Chicago, has placed Morris-Schenker-Roth Inc., Chicago, in charge of the advertising of Wayne 17 Course Dinner, a dog food.

Household Shifts

HOUSEHOLD FINANCE Corp., Chicago (family finance service), has named the Chicago office of Batten, Barton, Durstine & Osborn Inc., as its advertising agency, effective Jan. 1, 1937. Loan company is currently sponsoring Edgar Guest in *Welcome Valley* on NBC-Blue, Tuesday, 8:30-9 p. m., and *Sherlock Holmes* on NBC-Red, Thursday, 11:15-11:45 p. m., and a number of local programs in various cities in which its offices are located.

IT'S BARN DANCE TONITE!

Fans from 9 Northwestern states and Canada every Tuesday nite from 8 to 9 tune to

1000 Watts 1260 Kc. **KGVO** Missoula Montana

WTCN Full Time Order Suspended

FCC Orders Hearing on Grant Shifting College Stations

ACTING on its own motion, the FCC Broadcast Division on Nov. 20 suspended its order of Oct. 20 whereby WTCN, Minneapolis, was awarded full time on the 1250 kc. channel, while two time-sharing college stations were assigned daytime to the 760 kc. channel. Presumably the matter will be set for hearing, since the original grant was made without a hearing.

WLB, Minneapolis, operated by the University of Minnesota, and WCAL, Northfield, operated by St. Olaf College, both are assigned to 1250 kc. on a time-sharing basis and under the Oct. 20 decision would have used two-thirds and one-third daytime respectively on the 760 kc. clear channel on which WJZ, New York, is the dominant station. No reason was given for suspension of the grant.

Simultaneously, however, the Division had before it a protest filed by WMIN, new 100-watt station in St. Paul, against the actions asking that they be set aside and a hearing held. KSTP, St. Paul, also protested on similar grounds. Economic issues were raised, it being contended that the establishment of WTCN as a full-time station, and of the two college stations on daytime, would tend to decrease the potential audience of WMIN and diminish its economic support from local advertisers.

Allegation and Answer

IN A supplemental protest, WMIN said that at the hearing on its protest proof would be offered that the application of WTCN "is a direct attempt to purchase a wave length" and that the station had not disclosed to the Commission the full report on the "purchase price" to be paid. It submitted also a copy of the *Minnesota Daily*, University student publication, in which was published an article that WTCN would pay $35,000 for exclusive use of the channel, with each of the universities to get half. WTCN is owned jointly by the *St. Paul Dispatch-Pioneer Press* and the *Minneapolis Tribune*.

Horace L. Lohnes, Washington counsel for all three of the stations involved in the 1250 kc. change, declared Nov. 21 that the transaction could not in any way be regarded as a purchase of a facility. He said it was simply a matter of reimbursing the two college stations for changes in equipment and for installation of new antennas which would be necessitated by the shift in frequency to 760 kc. Moreover, he added, it is entirely likely that the stations will have to relocate, particularly WLB, since it is now situated close to the center of population.

In the negotiations which led to the proposed shift, Mr. Lohnes declared, it was concluded that the universities should not be put to expense in making the changes. The figure, he declared, was arrived at as a reasonable one for replacement of the equipment and the changes necessary at ordinary commercial prices.

AAAA Names LaRoche

CHESTER J. LAROCHE, of Young & Rubicam Inc., New York, has been named chairman of the Committee on Radio Broadcasting of the American Association of Advertising Agencies, succeeding Charles Gannon, of Arthur Kudner Inc., New York. Members of the committee include: G. R. Dunham, Greenleaf Co., Boston; H. H. Kynett, Aitkin-Kynett Co., Philadelphia; Richard G. Marvin, J. Walter Thompson Co., Chicago; John U. Reber, J. Walter Thompson Co., New York. Added members are: Charles F. Gannon, Arthur Kudner Inc., New York; Arthur Pryor Jr., Batten, Barton, Durstine & Osborn Inc., New York; Donald S. Shaw, McCann-Erickson Inc., New York.

JEWELRY RADIOAIDS INCREASED

TO

FIFTY-SIX EPISODES

wire or write

"TIME IS MONEY"

Radioaids

REG. U. S. PAT. OFFICE INC.

1357 No. Gordon St.
Hollywood, Calif.

★ ★

also available

Laundry	Furniture
Bread	Loan
Used Car	Ice Cream

RADIOAIDS

Listener Preference in Milwaukee is clearly indicated by the fact that WISN is outstandingly first in number of local advertisers

WISN

Voice of the Wisconsin News, Milwaukee

ONLY CBS STATION IN WISCONSIN

National Representatives: HEARST RADIO

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

Leading advertisers, both national and local, are using WDRC . . . and renewing contracts . . . because they are getting RESULTS . . . *proved business* from WDRC.

BASIC CBS STATION

AGENCIES AND REPRESENTATIVES

FURGASON & ASTON Inc., station representatives, have opened a new office in Kansas City, under the management of Cranston Lintecum at 314 Dwight Bldg. The office will serve Kansas City, Omaha and St. Louis agencies, and is the fourth office operated and maintained by Furgason & Aston, the other three being in Chicago, Detroit and New York. Mr. Lintecum is a newspaper representative for the *San Antonio Light* and the *Wichita Eagle*.

KFEL, Denver, on Nov. 21 announced completion of arrangements for national representation by Transamerican Broadcasting & Television Corp. At the same time KVOD, Denver, with which KFEL shares time, announced that Edward Petry & Co. would be its exclusive representative in the national field.

MR. STATION OWNER

Are you thoroughly satisfied with your investment in your Radio Station? Is it earning somewhere between 20% to 40% return? Is it capably and efficiently operated from every angle? Are your personnel happy and your clients satisfied?

If you cannot answer yes to all of these questions, a man with a broad experience in the advertising field, with a success record, would like to discuss your problems with you.

The full time services of this man can be secured on a basis that involves no risk or loss to you.

This man has a broad acquaintance among national and mid-west regional advertisers and agencies that is very valuable. He is now employed but will accept a connection as Station Manager, preferably in Ohio, Illinois, Indiana, Iowa, Michigan or Kentucky, if he can increase your earnings and likewise his own.

Your inquiries will be treated confidentially. Address Box 578, BROADCASTING.

F. WALLIS ARMSTRONG Co., Philadelphia, has moved its Southern California branch from the Figueroa Playhouse, Los Angeles, to the Music Box Theatre, Hollywood, lately renamed the CBS Playhouse at 6126 Hollywood Blvd. Diana Bourbon remains in charge of the office with William Bacher as radio producer. The agency handles the *Burns & Allen* and *Hollywood Hotel* shows for Campbell Soup, Camden, N. J.

WHBF, Rock Island, Ill., has chosen Weed & Company to represent it in the East and Midwest, effective Nov. 16. With the addition of WHBF, owned by the *Rock Island Argus*, the Weed firm represents 11 stations.

DONALD STAUFFER, of the radio department of Young & Rubicam Inc., New York, arrived in Hollywood in November.

RAY LINTON, Chicago station representative, on Nov. 4 married Miss Doris Poole, of High Point, N. C. They honeymooned East and expected to return prior to Dec. 1.

RAOUL MARLO has resigned as radio director of Bermingham, Castleman & Pierce Inc., New York. No successor has been announced.

KELLY SMITH, general manager of Radio Sales Inc., Chicago, while on the West Coast conferred in November with John M. Dolph, CBS Pacific Coast sales manager, in San Francisco, on general sales conditions.

DAKE ADV. AGENCY Inc., San Francisco, has moved to larger offices at 116 New Montgomery St. Frank Henrotte, formerly with Hanff-Metzger Inc., Los Angeles, has joined the agency as account executive.

A. W. SCOTT, in charge of radio for Beaumont & Hohman Inc., San Francisco, is the father of a boy, born Nov. 20 at Ross General Hospital, in Ross, Cal.

Agency Commuter

JACK MULLEN, representing Benton & Bowles Inc. in its Hollywood office, will commute every week between there and San Francisco. He produces *Goose Creek Parson* on CBS from Hollywood for a client three times a week and, starting Dec. 10, will also produce *Dr. Kate* once a week over NBC from San Francisco.

ZENE POTTER, formerly executive vice president of the recently abandoned Chicago branch of Erwin, Wasey & Co. Ltd., has been appointed vice president of Benton & Bowles Inc., New York.

HOWARD T. WORDEN has been named publicity director of Grace & Bement Inc., Detroit agency, coming from Pontiac Motor Co., where he was in the advertising and sales promotion department for several years.

HERB POLESIE, radio producer in the Hollywood offices of the J. Walter Thompson Co., directing the *Shell Chateau* programs, late in November signed with Paramount Pictures as a writer. He will continue his agency work until some time in December.

WALTER McCREERY, for ten years a Los Angeles radio broker, late in November joined the staff of the Allied Advertising Agencies as office manager and account executive.

SHAPPE ADV., New York agency for United Transformer Co., Amperex and other broadcast equipment manufacturers, has moved to larger quarters at 1440 Broadway, New York, and doubled its staff.

TOM WALLACE AGENCY, Los Angeles, recently moved to new quarters in the Olesen Bldg., at 1558 N. Vine St., Hollywood.

F & S Ownership

ANNOUNCEMENT was made Nov. 17 by James L. Free, president of Free & Peters Inc., station representatives, that arrangements had been completed to purchase the stock of C. L. Sleininger in that firm and in Free, Johns & Field Inc., sister organization. Mr. Sleininger, now with Transamerican Broadcasting & Television Corp. has not been active in the two companies for several months. Until Nov. 1 Free & Peters bore the name Free & Sleininger. Remaining stockholders in both companies, Mr. Free stated, are himself as president and treasurer, Julia S. Free, his wife, and H. Preston Peters, vice-president and secretary.

Copyright Struggle In Congress Seen

Committee Lineups Unchanged; House Fight Again Likely

REINTRODUCTION of the Duffy Bill to amend the antiquated copyright laws to give the user of copyrighted music a fighting chance against copyright combines, is contemplated shortly after the new session of Congress convenes Jan. 5. The measure died with the last Congress after it had passed the Senate, when pro-ASCAP members of the House blocked action in committee.

Senator F. Ryan Duffy (D-Wis.), author of the bill, declared when Congress adjourned last summer that he intended to reintroduce the bill and fight it through. The most provocative provision of the measure, and the only one against which a strong ASCAP lobby fought, was that which would have eliminated the $250 statutory minimum damage clause for innocent infringement and placed the amount of damages within the discretion of the courts.

Because there was favorable action by the Senate at the last session, it is expected that Senator Duffy will introduce his bill in essentially the same form. The fight again is expected in the House, where Rep. Sirovich, (D-N. Y.), chairman of the Patents Committee, stated openly in committee hearings on the bill that his sympathies were with ASCAP and against the broadcasters, whom he termed "racketeers".

Committees Unchanged

COMMITTEE lineups in the House, it is expected, will be about the same as during the last session. Pro-ASCAP members of the committee included Sirovich, Lanham (D-Tex.), Daley (D-Pa.) and Kramer (D-Cal.) all of whom have been reelected.

Opposed to ASCAP, and therefore in favor of the Duffy Bill are Reps. O'Malley (D-Wis.), Dean (D-Ga.) and Church (R-Ill.) who led the committee's fight for favorable action at the last session, but were frustrated by the Sirovich group. All three were reelected.

The State Department for the last two years has advocated passage of legislation along the lines of the Duffy Bill, to permit American entry into the International Copyright Union at Berne, under which American copyrights would become automatic in countries adhering to the Union. Ratification of the treaty, which would permit American entry into the Union, is not possible until provisions of the existing copyright laws are changed.

THE FEDERAL Radio Theatre Project, Los Angeles, in November appointed executives as follows: Buckleigh Oxford, former KMTR publicity man, supervisor; Harry A. James, onetime KELW manager, production director, and Mel Williamson, former announcer of KHJ, publicity manager.

The happiest New Year's message we can bring to you is *"Increased Sales"*. That's the message we're bringing *all* our clients. And we don't mean 90% of them either. Every one of the companies which is reaching the Richest Market in the World through the facilities of WHN has discovered that our policy of Showmanship Salesmanship has zoomed their sales up to record levels. We'd like to wish *you* the same sort of Happy New Year.

WHN

1540 Broadway, New York City
5000 watts L. S.-1000 watts nights
National Sales Representatives
E. KATZ SPECIAL ADVERTISING AGENCY

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis
to have its own
Washington News
Correspondent.

STUDIO AND PROGRAM NOTES

CHRISTOPHER CANDY Co., Los Angeles manufacturers, late in November started a campaign on KECA, Los Angeles, Sundays at 5:45 p. m., immediately preceding the *Walter Winchell* program on NBC, with Al Gayle, accordionist and singer. This is the first time the 50-year-old concern has been on the air. The campaign is handled by the Bert Butterworth Agency, and includes spots on KEHE and KFWB.

BY SPONSORING a nightly man-at-the-auto-show vox pop program from its exhibit space at the Chicago Automobile Show, broadcast on WBBM, 10:15-10:30 p. m., Dodge Brothers Corp., Detroit, not only advertised its new cars over the air but also attracted tremendous crowds to the display where they could see the 1937 Dodges while listening to the program. Dale Perrill, radio executive of Ruthrauff & Ryan Inc., Chicago, conceived the program idea.

A NEW program on WIP, Philadelphia, is titled *The Small Town Reporter*, conducted, written and delivered by Len Smith. The program consists of birthday, marriage, and allied items humorously woven together. While based on vital statistic items, the program will also devote itself to important and not-too-important news of Philadelphia and surrounding communities.

A NEW series of programs, *Stories By Camera*, has been inaugurated on WMCA by Lawrence Menkin. According to Mr. Menkin, it is a new experiment, in which he will use a different technique in the projection of a radio story. He will write dramas so that radio listeners may know and understand stories through radio presentations as easily as they do motion pictures. The first program was titled *Benjamin Franklin, American.*

DAVIS PERFECTION BREAD Co., Los Angeles chain of retail bakeries and wagon deliveries, has started *Buried Treasure 'Round the World* on KFWB, Hollywood, a 20-minute night program on Sundays. Bert Butterworth, who operates an agency and handles the Davis account, writes the script. Stories and legends of lost ships, hidden mines, and buried treasure have been his hobby for years and he has a collection of 400 stories. A dramatic cast of six enacts the episodes.

AGAIN collaborating with the local Community Chest Drive, WSB, Atlanta, is staging its annual series of shows, this year including pickups from various points in the city, with Manager Lambdin Kay back at the microphone together with the local drive chairman. WSB has annually been credited with being the major force in the drive.

WIRE, Indianapolis, on Nov. 13 saluted NBC on its tenth anniversary with a variety program featuring NBC artists. NBC Thesaurus transcriptions provided the talent and the program was produced under direction of Jack Stillwill, WIRE production manager. Each artist was introduced by a different announcer and Manager L. L. Jaquier spoke briefly.

NEW studios for KFWB, Hollywood, will include a model demonstration kitchen with an auditorium for home economic broadcasts.

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Joseph H. McGillvra, Rep.

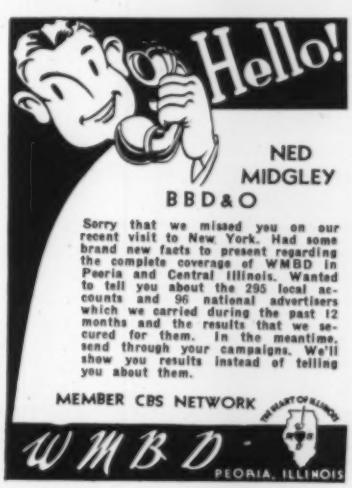
San Francisco Bridge Opening

POLICE CHIEF William J. Quinn of San Francisco, whose voice is familiar to NBC-Pacific Coast listeners in his program *The Show-Up*, at the opening of the San Francisco-Oakland bay bridge Nov. 12. Left is announcer Larry Keating of NBC and right, Don Thompson, NBC producer of special events in San Francisco. The gold and silver chain in the picture was cut with an acetylene torch by Governor Merriam a few moments after the picture was taken. Chief Quinn is pictured broadcasting his observations. Both NBC and CBS broadcast the bridge ceremonies transcontinentally.

Lloyd E. Yoder, NBC western division press relations manager in San Francisco, Milton Samuel, his assistant, Darrell Donnell, Herb Caen, and Robert Hall, radio editors of the *San Francisco Examiner, Chronicle* and *Call-Bulletin*, respectively, and David H. Glickman, claim the honor of riding in the first "pay car" to cross the bridge on the opening day.

Seek Capital Outlets

A BATTLE royal for a new station in Washington was indicated Nov. 24 when the FCC Broadcast Division designated for hearing three applications for identical facilities. The applications are those of Continental Radio Co., Scripps-Howard Newspapers affiliate; Hearst Radio Inc., and U. S. Broadcasting Co., each seeking assignment on 1310 kc. with 100 watts full time, now occupied by WOL, Washington, which has received favorable action, now held in abeyance, for assignment on the 1430 regional channel with 1,000 watts.


Hello!
NED MIDGLEY
BBD&O
Sorry that we missed you on our recent visit to New York. Had some brand new facts to present regarding the complete coverage of WMBD in Peoria and Central Illinois. Wanted to tell you about the 295 local accounts and 96 national advertisers which we carried during the past 12 months and the results that we secured for them. In the meantime, send through your campaigns. We'll show you results instead of telling you about them.
MEMBER CBS NETWORK
WMBD
PEORIA, ILLINOIS

TRANSCRIPTIONS

NEW CLIENTS for the NBC *Thesaurus* include: CRCT, Toronto; KBHB, Rapid City, S. D.; KPLT, Paris, Tex.; KBST, Big Springs, Tex.; KFPW, Fort Smith, Ark.

LOS ANGELES Community Chest, as in previous years, has started to record a disc series for use during the annual drive with placement on local stations. The series is available to other chest offices upon request. Recordings Inc., has provided the recording facilities with J. G. Catanich, radio director of the chest, producing.

IMPERIAL AEROGRAM Corp. Ltd., Hollywood transcription studios, has reorganized its personnel and appointed F. Bruce Russell as general manager, and George W. Walters as business manager, with Gordon Soule continuing as production manager. Harry Cox resigned as sales manager.

WALTER BIDDICK Co., radio programs division, Los Angeles, late in November started to produce a series of 26 half-minute transcriptions for credit jewelers, and the same number for credit clothing firms. They are dramatized commercials and were directed by Ted Turner.

New England Tests

EXPANDING its radio activity, Commonwealth Adv. Agency, Boston, is placing a test transcription campaign in New England for Surgical Dressings Inc., Jamaica Plain, Mass. (Sterilastic bandages), and tieing in the promotion with car cards and newspaper space. For Stiles and Songs, Stoneham, Mass. (Butter Krunch candy bar), the agency is planning a radio contest to cover New England.

KFPY Aids Charity

KFPY, Spokane, turned over its *Spokane Sings* program Nov. 14 to the Spokane Community Chest, whose 200 workers caroled for charity. Each week the program is dedicated to a local organization. "The *Spokane Sings* program which KFPY gave over to us was a distinct contribution to this year's drive," said Charles R. Devine, publicity director of the Chest.

GERALD H. LAPINER has joined the advertising and sales promotion department of Kelvinator Corp., Detroit, having resigned from the Detroit office staff of Stack-Goble Adv. Agency.

Musical programs? Spot announcements? Spots for transcriptions? That Kansas City survey taken by an advertiser shows why you national advertisers should use W9XBY first. Write for facts before placing your next campaign in Kansas City.
THE SPORTS STATION of the MIDDLE WEST
W9XBY
W9XBY
KANSAS CITY, MO.

SAN FRANCISCO
Prosperity Headquarters
OF THE WEST

The family income in San Francisco in 1935 was estimated at 533 million dollars and exceeded the estimate for 1934 by approximately 53 million dollars, and that of 1933 by nearly 100 million dollars. An increase of nearly 100 million dollars.

KYA reaches thousands of these families with their increased budgets.

Let KYA tell your story

KYA

The Voice of the San Francisco Examiner

National Representatives: HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

New Radio Census

PLANS are under consideration by the U. S. Bureau of the Census for a 1936 survey of radio broadcasting business, patterned after that conducted for 1935 business and announced last July [BROADCASTING, Aug. 1 and Nov. 1]. Likelihood of an appropriation for this and for other business surveys is seen, it was learned. Should the survey be approved, the Census of Business branch of the Bureau in Philadelphia will begin circularizing stations early next year. A number of changes in the procedure also would be introduced. C. H. Sandage, chief of the division of communications, supervised the last survey.

RESULTS! COUNT MOST

Let us acquaint you with our work.

WEED & COMPANY

PERSONALITY—AND CLOTHING

Bentley's Cultivates Friendly Feeling and Finds Radio Advertising Pays Big Dividends

By J. D. MAGUIRE
Kansas City Manager, Bentley Store Corp.

J. D. Maguire

AFTER 10 or 20 years in a business, nearly every businessman extracts from his experiences some pearl of wisdom. Mine is this: "People don't buy Merchandise, they buy *Personality.*" I'll agree with anyone that the final aim of any business is represented in the dollars and cents of gross sales and net profit, but with the hard-fisted depression-timer who frowns on good will advertising and wants to see every publicity effort reflected immediately in cash, I have nothing in common. For confirmation, I point to Bentley's record, made possible by three years of good will advertising over WHB, in Kansas City.

With only the rarest and barest mention of price, Bentley's—a unit of Bentley Stores Corp., with central offices in New York—has made radio pay dividends in increasing sales almost every month during the last three years. One story will illustrate what I mean.

Ruler of the Purse

ONLY a couple of weeks ago a young lady came into the store with her husband. She had never been a customer of ours before; as a matter of fact, her husband wanted to make the purchase from a competitor, with whom he had had an account for many years—but no! Mrs. X had attended a free Bentley party a few nights before. One of the boys had sung a request for her, and out of gratitude, she wouldn't consider shopping elsewhere. Thus a new account was opened. Good Will had added $75 more to Bentley's gross sales.

There are plenty of big stores in Kansas City. They can hold their own with us—or beat us—in the matter of price and terms; they can probably offer considerably greater selection—but they are at a loss to compete when it comes to personality and service. We stress personality on our sales floor—and personality on our radio programs—personality plus an extra something that gives Bentley's radio show something no other local program offers.

It was three years ago when Bentley's practically pioneered radio advertising for the credit clothing field in Kansas City. We used 100-word WHB spots that year, and since there was no radio competition, the immediate results were surprising—almost overwhelming. By the next year we had imitators, so in order to get ahead of the crowd, we took a 15-minute program five times a week and started a big contest to name the show. Jack Grogan, who contacts the account for WHB, teamed with Les Jarvies of the station staff as talent, and built a hilarious, informal show which had a personality all its own. Music, songs, dedications, ad-libbed wisecracks and not-too-serious commercials are the daily fare.

To put a new punch into the broadcast after the name contest ended, we began dedicating two programs each week to neighboring towns. This, too, was nothing more or less than good will advertising, but we were greatly surprised to receive grateful letters—and better yet, a large volume of sales we would never have received otherwise. Other credit stores were—and are—leery of out-of-town risks, and since there was no competition in the field, we had no contest for a large volume of business. We discovered, too, this business tested far better than local accounts in the matter of loss percentages.

We no longer feature dedications to neighboring towns, but we continue to welcome out-of-town customers on every broadcast—and our volume of outside business—coming from points up to 300 miles distant—is still on the upgrade. Some of the folks from neighboring towns have become real boosters for us . . . From Herington, Kan., 150 miles away, a group makes rather regular trips to the city. Sometimes they buy, sometimes they drop in without any intention of buying, simply to leave their packages or meet their friends. One young lady in the company always says, "your Bentley store is our 'stomping grounds'." We're proud of that.

Sometimes you think you've lost on this good will idea, but it always turns up in the long run with a profit. For instance, one of the women who won a minor prize in our name-the-program contest used her due bill award to buy a dress and returned to her home town of Holden, Mo. We had forgotten all about her when, four months later, she sent us a letter. "I can't buy anything myself right now," she wrote, "but I want to show you I appreciated that prize you awarded me. Here is a list of 25 friends of mine. I suggest you send advertisements to them by mail, and I'll do my part by talking to them here." The upshot was five sizeable purchases, five customers who are still with us.

It is our belief that new ideas are a necessity in this business of radio advertising. The dedications to neighboring cities brought results, but this year we wanted something new. Grogan had a happy thought, and we started sponsoring a weekly dance, held in a different neighborhood hall each Wednesday. We thought, of course, about tying the plan up definitely with sales or asking people to stop in at the store for dance tickets, but in the end we put all our faith in good will—and as in times past, we were not disappointed.

We have an average of 700 people at each of our dances. We give them free favors and good music, and then climax the evening with a contest of some kind, with the principals of our radio show on hand. Sometimes, of course, it is difficult to check results with absolute accuracy, but we know from our daily sales reports we have secured intensive publicity throughout our territory—we know we are holding old customers and winning new ones.

I don't know what we're going to do next fall with our WHB advertising, but I do know the tie-in will be something new in Kansas City radio—it *has* to be that—and I do know its sales appeal will be founded exclusively on good will.

We sell personality first, but a lot of merchandise goes with it, a lot of sales are rung up on the cash register in the process.

WSPD

WITH THIS KEY—YOU OPEN THE DOOR TO OVER A MILLION PROSPECTIVE BUYERS

A Few Important Facts to Consider

WSPD is the ONLY Radio Station in Toledo.

WSPD is a basic Columbia outlet.

WSPD now operates on 5000 Watts day and 1000 Watts night.

WSPD's exclusive position in this rich market places it in a class by itself and national advertisers have proved conclusively that WSPD must be used to get blanket coverage.

We enjoy proving our statements and your inquiry will receive immediate attention.

Represented By:
JOHN BLAIR & COMPANY
New York Chicago Detroit
San Francisco

WSPD

Address: Commodore Perry Hotel, Toledo, Ohio

Transmitter: Perrysburg, Ohio

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1000 Watts*

Only Blanket Coverage of Rich Resort - Industrial Western North Carolina

IN BALTIMORE, IT'S

IN THE CONTROL ROOM

DR. C. B. JOLLIFFE, former FCC chief engineer now in charge of the RCA Frequency Bureau, has been appointed chairman of the committee on comunications of the American Institute of Electrical Engineers for the 1936-1937 administrative year.

WILLIAM G. H. FINCH, former assistant chief engineer of the FCC and former chief engineer of Hearst Radio Inc., now an independent consultant and inventor in New York, on Nov. 17 was issued Patent No. 2,061,457 covering an image broadcasting system, the latest in a series of patents he has taken out on his facsimile and radiotypewriter system.

GARY HARRIS, recently resigned from the sound department of Associated Cinema Studios, Hollywood transcription firm, to become maintenance man at KNX, resigned in November to do sound work at Columbia Pictures studios. Jimmy French, control man for the KNX *Calling All Cars* program, was given the maintenance post, with Bruce Piersall taking French's position.

G. T. STANTON, connected with ERPI, New York, in a technical consulting capacity, went to Hollywood in November to confer with Western Electric and CBS on the new CBS Hollywood studios.

PAUL CRAM, transmitter engineer of WSGN, Birmingham, is the father of a boy born recently.

W. E. BORING has joined the engineering staff of WSGN, Birmingham, and also copies Transradio news.

ROBERT STRATTON, engineer of WDNC, Durham, N. C., and Miss Jean Torrence, of Charlotte, are to be married Jan. 20.

DON MITCHELL, chief engineer of WBBZ, Ponca City, Okla., is the father of a baby girl born in November.

BRUCE RATTS, formerly of WOWO, Fort Wayne, has returned to the WOWO control room after a year with a radio equipment concern.

MARGARET PRIMONT, formerly of the NBC engineering secretarial staff, has been appointed secretary to O. B. Hanson, NBC chief engineer, succeeding Edna Wilson, resigned. Miss Wilson had been with Mr. Hanson since 1924.

MARK BULLOCK, chief engineer of KOIL, Omaha, is the father of a boy born in October.

HOWARD DE LONG, chief engineer of KRKD, Los Angeles, left for New York late in November to visit technical plants and radio stations.

ROBERT P. SHEEHAN, student at University of Pennsylvania, has been named night field engineer of WIP, Philadelphia. A. Wilson Sigafoos, Lehigh graduate, amateur operator and recently with Ingersoll-Rand Co., has joined the transmitter staff.

ANDREW POOLE, formerly of engineering staff of WOR, Newark, on Nov. 16 was named traffic and office manager of the New York office of Mutual Network.

DONALD PONTIUS, former member of the WGN, Chicago, sound effects staff, on Nov. 16 joined the Chicago traffic department of Mutual Broadcasting System.

WJBY Produces Results In Alabama's Second Industrial Market

WJBY

Gadsden, Alabama

SHIELD—worn by Don Kelley, of KOIL, Omaha, is a portable microphone stand designed by Control Engineer Albert Bates. It leaves both hands free.

Paley Award Plans

THE 1936 award of the annual Paley Trophy to the outstanding radio amateur of the United States and Canada will be made about March 15. Announcement of the trophy, to be offered annually by William S. Paley, CBS president, was first made by Edwin K. Cohan, CBS director of engineering, at the Chicago convention of the American Radio Relay League in September. It is to be given at the conclusion of each year to that individual who, through amateur radio, has contributed most to the American people, either in research or technical development or operating achievement. Mr. Paley designated the American Radio Relay League, the official organization of the radio operators of the country, as the permanent custodians of the award. Upon it will be engraved each year the name of the winner, while a smaller replica will be presented to the amateur selected by an impartial board of experienced authorities on amateur radio activities. Five noted men have been selected to serve on the board of award. They are Rear Admiral Cary T. Grayson, chairman, American Red Cross; C. P. Edwards, director of radio, Canadian Department of Transport; Anning S. Prall, chairman, FCC; J. H. Dellinger, chief of radio section, Bureau of Standards, and Prof. A. E. Kennelly, Harvard.

WORTHY of the splendid modern transcriptions! Eliminates surface noise with this 100% shadowgraphed needle, preferred by leading broadcast stations.

Samples upon request
PLAYBACK NEEDLES
STEEL CUTTING NEEDLES
Manufactured by
W. H. Bagshaw Co.
Lowell, Mass.
Distributed by
H. W. Acton Co., Inc.
370 Seventh Ave., N. Y. City

Inspector's Tenor

LARRY GAMBINO, condenser inspector at Cornell-Dubilier condenser plant, entered his lyric tenor voice in the amateur hour of WHN, New York, and won first prize. He managed to insert a bit of promotion for Cornell-Dubilier condensers.

THE WEEI Engineers' Association, a newly formed organization which is the local branch affiliated with the Associated Columbia Broadcast Technicians, since WEEI's connection as the Boston CBS link includes in its membership the entire complement of WEEI's operators, and at a recent meeting, elected the following officers: Ralph M. Cowie, president; Edward J. Philbrick, vice president; William H. Rule, secretary-treasurer; and Fred A. Lang, national councillor.

TRIBUTE for its contribution to religion to NBC was paid by the Joint Religious Radio Commission, headed by Dr. John W. Langdale, at a luncheon Nov. 18, at which President Lenox R. Lohr accepted the testimonial. The commission represents the Federal Council of Churches of Christ in America, and the City, County and State Federation of Churches.

APPLICATIONS will be received until Dec. 3 by the U. S. Civil Service Commission, Washington, for a vacany as assistant communications operator at $1,800 a year and another as junior operator at $1,620, both for high speed radio equipment at the War Department message center.

Our Listeners Do Not Really Know How Good We Are!

. . . 'cause they never tune in on any other station.

Located in the heart of the famous Piedmont, WBIG, in Greensboro, is the most popular station in a most prosperous region, with a loyal audience and also a loyal clientele. Both of these blessings are due to one cause . . . the high standards set and jealously maintained by WBIG. The popular preferences thus created have kept some of the station's advertisers on its air continuously for more than four years. *Success is a hard habit to break!*

WBIG in Greensboro, N.C.
EDNEY RIDGE, Director
is
"The Favorite Station in the Favored Region"

THE FASTEST GROWING STATION ON THE ENTIRE WEST COAST

Proudly Presents

A FIVE-FOLD POWER INCREASE

(RCA—High-Fidelity)

FULL TIME 5000 WATTS LS 780 KC

FACTOR NUMBER 1 FOR INCREASED AUDIENCE

WATCH

KEHE

LOS ANGELES, CALIFORNIA

National Representatives: HEARST RADIO

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

Centralized System To Promote Radio Education Advised

Educators Must Cooperate in Work, Says Workshop Head

By PHILIP H. COHEN
New York Manager
Federal Radio Workshop Project

IN THE BRIEF prepared by the NAB "in the matter of Section 307 of the Federal Communications Act of 1934" appears a statement which summarizes the case of the broadcasters against the case of the educators who would allot time fixed by statute for educational purposes:

"The record conclusively shows that the program service broadcast by commercial stations is in general a direct reflection of what the public wants."

The statement cannot be challenged insofar as commercial programs are concerned, for these programs are built to sell. A program which does not pay dividends to the station or to a sponsor is considered a liability.

Educators at Odds

THE EDUCATORS too are faced with the problem of building programs that will "sell". It is not enough to build programs that are instructive and interesting; they must, above all, be programs which will be heard. It is true that all education is not and should not be built for mass consumption; but when we use an instrument that seldom speaks to less than a million people, we must have the interests of most of these people in mind when we approach the microphone.

Assuming that the radio has a place in education—and there are those who with some plausible arguments challenge even this assumption — what steps should the educators take toward making the best use of the facilities which are generously placed at their disposal by the commercial radio stations? Four steps should be taken immediately. The educators should:

1. Agree among themselves as to what functions radio can best serve in education.
2. Master radio technique or seek the advice of those who know the technique.
3. Determine the extent of the listening audience.
4. Establish one or several centers for the collection and dissemination of educational material prepared especially for radio presentation.

Innumerable conferences have made it apparent that there is little agreement among the educators of the country as to the meaning of educational broadcasting, or the form that educational broadcasting should take. Anyone who has regularly attended conferences on the status and future of educational broadcasting knows that the discussions open with the question: "What is educational broadcasting?" Immediately there is a strong division of opinion not only between the commercial broadcasters and the educators but among the educators themselves.

It would seem that much more could be accomplished by an intelligent discussion of some of the concrete problems facing those interested in educational broadcasting.

Can a straight teaching job be done or should the educational radio program simply inspire the listener to learn more? Should dramatization, music and even humor be used by the educators? How effective are the direct-to-the-school broadcasts; such as the *American School of the Air*, the Damrosch program, etc. Here are but a few of the problems that are far more important to the future of educational broadcasting than the conferences which are periodically assembled to raise old issues and leave them unsolved.

In other words, the educators must now take the offensive and offer the broadcasting companies an intelligent plan for educational broadcasts. The broadcasting companies would rejoice at such a move.

Mastering Radio Technique

BETTER preparation and presentation of educational programs already on the air is an immediate need. Of the dozens of educational programs broadcast each day only a few are adequately prepared. Too often the educators believe that when the time is assigned the battle is won. They come to the studios with a hastily prepared manuscript, race to finish it within the time limit and read it all in a voice that causes even the most patient to turn the dial.

The educators have toyed with dramatization and music which are considered so essential to commercial broadcasting, but too often the "music" is an unrehearsed four-piece orchestra, and the dramatization is done by an assorted group of the educators' friends who have "always been dying to get on the radio."

To use music intelligently, to have professional radio actors enact scripts written by capable script writers, would not be to cheapen education by radio. It would probably be its salvation.

Some way must be found for determining the effectiveness of educational broadcasts. If everyone feels as Dr. Hutchins of Chicago does, that educational broadcasts are "broadcasts that are good for other people" there is certainly no place for educators on the air.

There is, however, evidence showing that the broadcasts of the Universities of Michigan, Wisconsin, Ohio State and the U. S. Office of Education have a large following and are advancing education. In any case our research into the response to educational broadcasts has been poorly undertaken. Immediate steps should be taken to find which of the programs now broadcast are serving useful educational purposes and what further steps should be taken to raise the general standard of educational broadcasting.

Central Radio Libraries

A NUMBER of institutions are putting on educational broadcasts. There are some 30 stations devoted to educational programs exclusively; the Office of Education broadcasts several programs each week. As yet there is no central receiving and distributing point for material prepared especially for broadcasting purposes. Many individual worthwhile experiments in educational broadcasts have been tried. These efforts should be made available to all stations and educators interested in educational broadcasts.

The Office of Education is starting to assemble the best educational scripts and will soon be in a position to distribute them to high schools and colleges all over the country. Here may be the beginning of the first radio library.

A decade ago, when radio was in its infancy, the educators had a golden opportunity to enter this new field and grow with it. At that time we chose the easier alternative of sitting on the side lines and jeering at the commercial broadcasters. The time has certainly come to stop scoffing and ask ourselves how the radio can promote education. And once an intelligent course is plotted we should follow it with the same courage that the commercial broadcasters have shown in developing listenable radio programs.

1937 Officers of IRE

H. H. Beverage

H. H. BEVERAGE, chief research engineer of RCA Communications Inc. and a noted antenna developer, has been elected 1937 president of the Institute of Radio Engineers, succeeding Alan Hazeltine. Results of the mail balloting were made known Nov. 1. Peter P. Eckersley, consulting engineer of London, formerly chief engineer of BBC, was elected honorary vice president to succeed Dr. Vlademar Poulsen of Denmark. Directors elected were Ralph Bown, associate radio research director, Bell Laboratories; Dr. Alfred N. Goldsmith, New York consulting engineer, and Prof. H. M. Turner, Yale.

X

MARKS THE SPOT

FOR YOUR SPOT CAMPAIGN IT'S

WSOC Charlotte, N. C. an NBC Affiliate

THE MOST POWERFUL STATION

between St. Louis Dallas and Denver

Covers the Heart of the Triangle

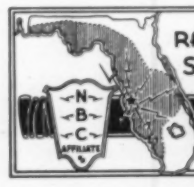
25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO

"THE VOICE OF OKLAHOMA" — TULSA



RADIO STATION WFLA
STUDIOS TAMPA • CLEARWATER •
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

Enoch Morgan, Kirkman Soap Take WABC Series

ENOCH MORGAN'S SONS Co., New York (Sapolio), will begin an unannounced series on WABC, New York, Dec. 10, Thursdays, 11-11:15 a. m., for 13 weeks. Sponsor has recently acquired the business, good-will and assets of the Cox Gelatine Co., New York (dessert). Maxon Inc. will handle the account.

Kirkman & Son Inc., Brooklyn (soap), subsidiary of Colgate-Palmolive-Peet Co., has placed its advertising account with N. W. Ayer & Son Inc., New York. Jack and Loretta Clemens will be presented Mondays through Fridays, 9:15-9:30 a. m., in a series of musical programs on WABC, beginning Jan. 4.

Your Local Jeweler Will Welcome It...

Credit Jewelry Skits

A new 30-second transcribed radio program, exclusively for the Credit Jewelry business... Plenty of action, finest sound effects, recording and records ... exclusive rights guaranteed in your city. Twenty-six skits in the series. Send $1.50 for presentation record... Deposit refunded. Act Now!

26 SKITS $26

RADIO PROGRAMS DIV.
WALTER BiDDICK CO.
568 Chamber of Commerce Bldg.
Los Angeles, California

DOES DOUBLE DUTY
One Radiator Emits for Both —KOMO, KJR, Seattle—

Two Stations on One Antenna

A UNIQUE broadcast transmitting system in which two stations, within 50 kilocycles of each other, operate from the same antenna, was introduced last month in Seattle when both KOMO and KJR in that city began operations from a new location and with new equipment.

Each station now is operating with a new 5,000 watt RCA high-fidelity transmitter but broadcast from the same 570-ft. Truscon self-supporting vertical radiator. This new equipment, according to tests, is said to give both stations higher quality and increased coverage in Western Washington.

The new radiator is one of the tallest self-supporting masts in the country, if not the world. Much research and study preceded its erection because of the transmission on two separate frequencies. The particular height was chosen to give the best overall results for both day and night coverage.

The new station site is located on the shores of Puget Sound. In addition to new transmitters, the stations have installed spare incoming power lines with automatic switch control and a complete auxiliary transmitter to insure minimum interruptions of the stations schedules.

Both stations are NBC outlets in Seattle. Studios for both are located in the Skinner Bldg., in downtown Seattle and are of modern design. The two stations now have more than 100 employes divided into 10 departments, aside from talent. Officials are O. W. Fisher, president; Birt F. Fisher, general manager; D. R. Fisher, treasurer; H. M. Feltis, commercial manager; Willard Warren, program director, and Francis J. Brott, chief engineer.

John Eccles, WJR Chief Announcer, Found Dead

JOHN ECCLES, for a decade chief announcer of WJR, Detroit, was found dead in the basement of his home Nov. 19. At his side lay a shotgun with one shell fired, and notes to his wife, indicating suicide. No motive could be given. Eccles had been with WJR for 10 years and was considered one of the best radio men in Detroit, despite the fact that he was only 31 years old. He had announced a program in the afternoon a few hours before his death. Leo Fitzpatrick, manager of WJR, said that he had noted nothing peculiar about Eccles' conduct at that time. Eccles started his radio work as an operator on a Great Lakes boat. He was a native of Toledo. He is survived by his widow and two children, John Jr., 8, and Sue, 5. Funeral services were held Nov. 21.

GRAYBAR ELECTRIC Co., Buffalo, has purchased 36 announcements a week from Nov. 25 to Dec. 24 over WBNY, featuring Stromberg-Carlson radios, in a test campaign placed through Ellis Advertising Co., Buffalo.

TURKEY HASH AND CHICKEN BRISTLE!

No sir, that's not our idea of a fancy menu—those are the names of a couple of towns not so far from Louisville! Which is almost enough, in itself, to show why smart advertisers are spending their money with WAVE. We don't even *try* to reach the Trail of the Lonesome Pine. We *do* have 1,132,692 potential N. B. C.-type listeners, of whom 73% live in our *first aired*, and about 30% live virtually within sight of our tower!

National Representatives:
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS... 940 K.C.

WEBC
DULUTH • SUPERIOR

WMFG HIBBING

WHLB VIRGINIA

Complete coverage of Northern Minnesota, Wisconsin and Michigan.

Represented by
CRAIG & HOLLINGBERY
NEW YORK
250 Park Avenue
CHICAGO
307 North Michigan Avenue

Best Business in Seven Years

$100,000,000 Cotton Crop In Mid-South Brings Smiles to Memphis

Choose WREC TO SELL THIS RICH MARKET FOR YOU

If Your Campaigns Won't Work Over WREC in The Responsive Mid-South Market —They Won't Work In Any Market Anywhere.

Wide-Range Transmission
5,000 Watts Power

"THE VOICE OF MEMPHIS"

WREC

NATIONAL REPRESENTATIVES PAUL H. RAYMER COMPANY NEW YORK · CHICAGO · SAN FRANCISCO

TENNESSEE'S FIRST AND FINEST RADIO STATION AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

ILLINOIS CENTRAL RAILROAD Co., Chicago, on Nov. 22 started *Headin' South* on 9 CBS stations, Sun., 7:30-8 p. m. Agency: Caples Co., Chicago.

BEST FOODS Corp., New York (mayonnaise) on Dec. 10 starts for 52 weeks, *Dr. Kate*, dramatic serial, on 7 NBC-Pacific Blue stations, Thurs., 8-8:30 p. m. (PST). Agency: Benton & Bowles Inc., N. Y.

SPERRY FLOUR Co., San Francisco (flour & cereal) on Nov. 20 started for four weeks, participation in *Woman's Magazine of the Air* on 6 NBC-Pacific Red stations, Fri., 3:15-3:30 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

NATIONAL ICE ADV. Inc., Chicago (ice & refrigerators) on Feb. 10 starts *Gladys Swarthout* on 55 NBC-Red stations, Wed., 10:30-11 p. m. Agency: Donahue & Coe Inc., N. Y.

FELS & Co., Philadelphia (soap) on Nov. 16 started 9 quarter-hour programs thrice weekly on 4 Yankee stations. Agency: Young & Rubicam Inc., N. Y.

PURE MILK DAIRY PRODUCTS Co., Chicago (Golden Rich cheese) on Dec. 1 starts *Petticoat Philosophy* on 5 MBS stations (WFIL, WOR, WGN, WAAB, CKLW), Tues., Thurs., 11:45 a. m. to 12 noon. Agency: Hanff-Metzger Inc., Chicago.

TASTYEAST Inc., Trenton, N. J. (Tastyeast candy) on Dec. 1 starts James J. Braddock in *My Battle with Life* on 18 NBC-Blue stations, Tues. thru Thurs., 7:15-7:30 p. m. Agency: J. P. Muller & Co., N. Y.

Renewal Accounts

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) on Dec. 9 renews *Your Hit Parade* on 62 NBC-Red stations, Wed., 10-10:30 p. m. Agency: Lord & Thomas, N. Y.

REGIONAL ADVERTISERS Inc., New York (cooperative gas association campaign) on Dec. 1 renews *Mystery Chef* on 11 NBC-Red stations, Tues., Sat., 11:30-11:45 a. m., and on Dec. 2 renews same program on 5 NBC-Red Pacific stations, Wed., Fri., 12:45-1 p. m. Agency: McCann-Erickson Inc., N. Y.

B. T. BABBITT Inc., New York (Bab-O cleanser) on Nov. 23 renewed *David Harum* on 21 NBC-Red stations, Mon. thru Fri., 10-10:15 a. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

AMERICAN RADIATOR Co., New York (heating equipment) on Dec. 13 renews *Fireside Recitals* on 20 NBC-Red stations, Sun., 7:30-7:45 p. m. Agency: Blaker Adv. Agency Inc., N. Y.

GENERAL MOTORS Corp., New York (institutional) on Dec. 13 renews *General Motors Concerts* on 65 NBC-Red stations, Sun., 10-11 p. m. Agency: Campbell-Ewald Co. of New York.

WEBSTER & EISENLOHR Inc., New York (cigars), on Nov. 28 renewed for 26 participations in *Yankee Network News Service*, Sat., Sun., eve., on 10 Yankee stations. Agency: N. W. Ayer & Son Inc., N. Y.

JERGENS-WOODBURY SALES Corp., Cincinnati (Jergens lotion, soaps and cosmetics), on Jan. 3 renews program with Walter Winchell, and Shep Fields' orchestra on 51 NBC-Blue stations, Sun., 9-9:45 p. m. with repeat at 11:15 p. m. Agency: Lennen & Mitchell Inc., N. Y.

Network Changes

JERGENS-WOODBURY SALES Corp., Cincinnati (soaps & cosmetics) changes title of new NBC-Blue network program, which starts Jan. 4, Mon., thru Fri., 4:30-4:45 p. m., to *Follow the Moon*.

MANTLE LAMP Co. of America, Chicago (Aladdin lamps) has added WGN to its MBS *Smiling Ed McConnell* series; time shifted to Sat., 9-9:15 p. m.

SHELL EASTERN PET. PROD. Corp., New York, on Jan. 2 shifts NBC *Shell Chateau* to New York with Joe Cook as master of ceremonies.

STELLI

Cutting Needles for all acetate blanks

Here's what a user says: "One needle cut fifteen 15-minute transcriptions before even a trace of surface noise appeared." Original cost, 75c each. Replaced indefinitely, 25c each.

Harder than steel. Tougher than sapphire. Hand-lapped with diamond dust.

RANGERTONE, INC.
ELECTRIC-MUSIC
201 Verona Ave., Newark, N. J.

For Complete Coverage of the Islands—

KGMB KHBC

HONOLULU HILO

Represented by
Conquest Alliance Company

Jergens-Woodbury Renew

JERGENS-WOODBURY SALES Corp., Cincinnati, is renewing its Sunday evening program on NBC-Blue, cutting the period to 45 minutes, 9-9:45, replacing Paul Whiteman with Shep Fields' orchestra and Frank Parker, and retaining Walter Winchell for his 15-minute news comments. The contract, renewed for 52 weeks, includes the McClatchy California group and KVOO and KEX early in 1937. Winchell leaves for Hollywood in December to make a film with Ben Bernie and will broadcast his portion from the Coast, with Blayne Butcher, of Lennen & Mitchell Inc., New York, going west to supervise production from that end.

NEW CBS Hollywood studios came nearer realization in November when the old Christie studios, site of the new modernistic network offices, were razed. The location is on Sunset Blvd. at El Centro. Actual building is to be started during the holiday season.

Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom-Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

Work of Joint Committee On Research Is Reviewed

A ROUTINE meeting of the technical subcommittee of the Joint Committee on Radio Research was held in New York Nov. 24 with no action on matters of any importance. The subcommittee is preparing the agenda for the Joint Committee, equally representative of the National Association of Broadcasters, American Association of Advertising Agencies and Association of National Advertisers, looking toward creation of an independent radio audit bureau which would become the counterpart of the Audit Bureau of Circulations in the publications field.

Attending the meeting were L. H. D. Weld, chairman, McCann-Erickson Inc.; Arthur W. Lehman, Association of National Advertisers; George Gallup, Young & Rubicam Inc.; Hugh M. Beville Jr., NBC; John W. Karol, CBS; A. E. Robinson, Federal Advertising Agency, and James W. Baldwin, NAB managing director as proxy for Dr. Herman S. Hettinger, of the University of Pennsylvania. Paul F. Peter, secretary of the Joint Committee, also was present.

Mr. Peter, retained six months ago to compile data for use by the subcommittee of the Joint Committee, is still engrossed in the task of collating this material. His appointment was for a temporary period and reappointment probably will be considered at a meeting to be held within the next few weeks.

Second Ice Series

NATIONAL ICE ADV. Inc., Chicago (ice & refrigerators) will start its second radio campaign with Gladys Swarthout, William Daly's orchestra, and guest stars on 55 NBC-Red network stations, starting Feb. 10, Wednesdays, 10:30-11 p. m. No title has been selected for the program, scheduled for 26 weeks. Sponsor took over the time relinquished when Lucky Strike cigarettes cut its Red network hour to 10-10:30 p. m. Original plans of the sponsor were for a Sunday evening time period. National Ice's other network program is on CBS, Tuesdays and Thursdays, 11:45-12 noon. Donahue & Coe Inc., New York, has the account.

WCOL Staff Completed

C. R. THOMPSON, former program director of WBNS, Columbus, has been named manager of WCOL, Columbus, with Jack Price now holding down the program job at the former station. WCOL has also named Jack Kelly as national sales manager, Neal Smith local sales manager, Doris Herbst program director, Ed Bronson continuity director and Harold Nafzger chief engineer, thus completing its staff. WCOL is 91% owned by Kenneth B. Johnston, Columbus attorney.

Homeopathic on NBC

HOMEOPATHIC MEDICINE Co., New York (remedies), on Dec. 1 starts a 13-week series of musical programs with May Singhi Breen, Peter DeRose and Andy Sinella on 7 NBC-Blue stations, Tuesdays and Thurdays, 5:45-6 p. m. The Biow Co. Inc., New York, placed the account.

ADVERTISEMENT

Yearbook Number Goes to Press on Dec. 15

By F. G. TAYLOR
Advertising Manager, BROADCASTING

Declared Best Advertising Opportunity of the Year; Volume Now Is in the Final Stages of Production

REQUIRING five months of preparation, the 1937 Year Book Number of BROADCASTING goes to press Dec. 15—the deadline day for the advertising copy. Because of the prodigious task of production, taking nearly two months, the Year Book Number will be released to all regular subscribers early in February.

Editors of the Yearbook Number report that its various departments, furnishing an index to every activity related to broadcasting and its allied fields, will be more comprehensive than those in any of the previous numbers. Without question, it will have between its two covers the largest amount of radio information ever assembled.

Because last forms close [illegible]

ing Department urgently requests all those who have reserved space to get their copy in early—the earlier the better. And for those who have "put off until tomorrow" their space reservations, the Advertising Department points out there are still two more weeks before deadline.

The BROADCASTING YEARBOOK Number offers an unusual opportunity for effective promotion the full year 'round.

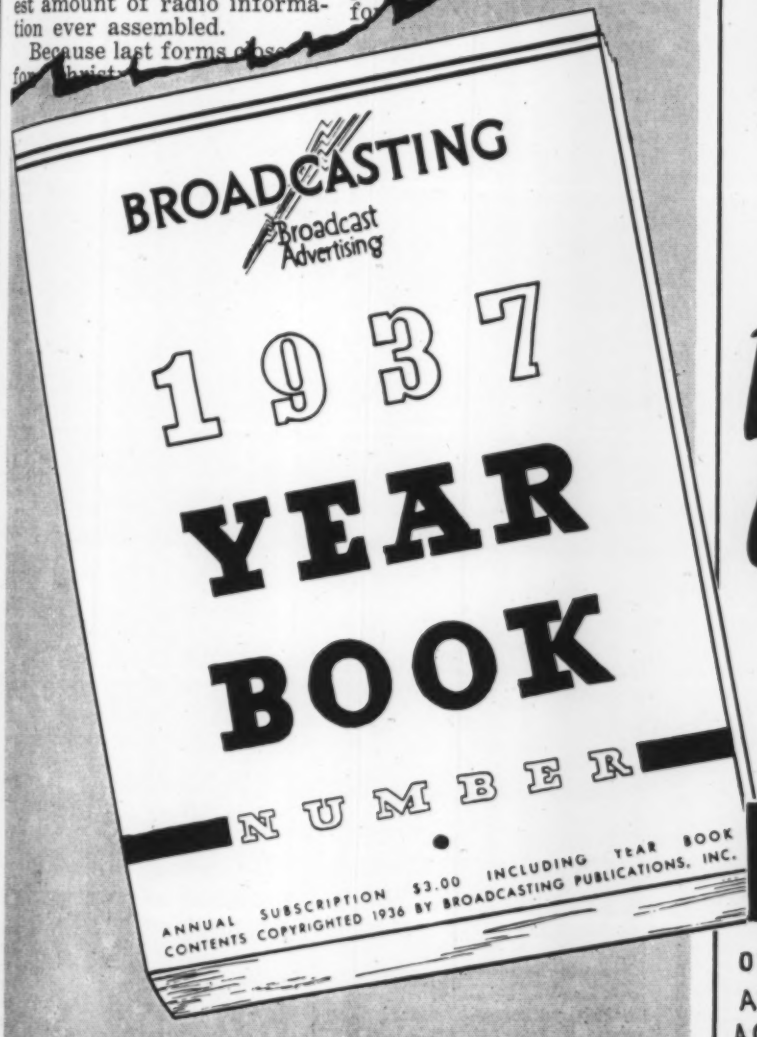
Agency executives [r]
advertisers, station e[x]
and others in the b[r]
broadcasting [h]
YEARBOO[K]
pen[dable]
fo[r]

broadcasting have found the YEARBOOK Number indispensable and depend upon it for authentic information about the broadcasting industry.

Your advertising mes[sage]
in the BROADC[AST]
YEARBOOK Nu[mber]
every [re]port[er]
the [in]
eve[ry]

YEARBOOK Number reaches every important element in the broadcasting industry every day in the year.

The YEARBOO[K]
will be pu[blished]
Febr[uary]



advertising forms
BROADCASTING
Broadcast Advertising
1937 Year Book Number
CLOSE DECEMBER 15
ORDERS AND COPY FOR ADVERTISEMENTS WILL BE ACCEPTED THRU' DEC. 15TH

IN WASHINGTON

RADIO EXECUTIVES prefer the location and smart surroundings of this distinctive hotel. Write or wire for reservations.

Rooms—

Single from $3.50
Double from $5.00

The HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
WASHINGTON, D.C.

FALKNOR FUSSED
Cuts in on Tests and Gets Quite an Earful

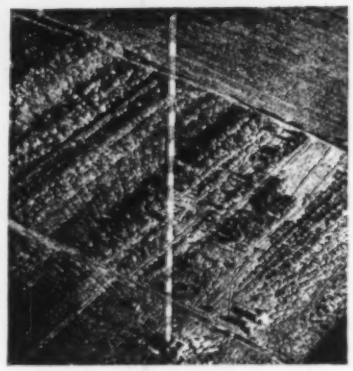
THE newly-installed dial system that enables executives of WBBM, Chicago, to tune in any studio at any time nearly resulted in heart failure for Frank Falknor, chief engineer, the other day. Waiting for a program Frank amused himself by dialing the various studios until he heard this announcement:

"This is the WBBM Air Theatre, Wrigley Bldg., Chicago. (PAUSE). Ladies and gentlemen—we regret that we cannot bring you the scheduled broadcast of the Sears *Then and Now* program. Reports from the Goodman theatre indicate that one of the CBS amplifiers on the stage exploded a few minutes ago, severely injuring Guy Kibbee, William Robson and other notables of the cast . . ."

Spinning to his phone, Falknor dialed the master control room . . . Busy . . . the Goodman theatre . . . Busy . . . looked at his watch and saw that the program was not scheduled to start for five minutes. The announcer had merely been testing his microphone.

All announcers have been officially notified to confine themselves to facts during all tests.

CHESTER LA ROCHE, president of Young & Rubicam Inc. and newly appointed radio chairman of the AAAA, spoke on "Radio Goes Hollywood" before the Eastern division of the AAAA meeting in New York Nov. 20. Lenox R. Lohr, NBC president, spoke on "Television, Just Around the Corner?"



BIRD'S EYE VIEW—Of the new 640-foot vertical antenna of WJZ, NBC-Blue network key at Bound Brook, N. J., which went into operation Nov. 15, date of the network's tenth anniversary. Two sets of guy wires capable of withstanding a pull of 162,000 pounds help support the structure, which was fabricated by Lehigh Structural Steel Co. The transmitter has an output of 50,000 watts but is so built that it can go to 500,000 if and when the FCC grants the pending WJZ application for superpower.

OrganizationIsContinued By Clear Channel Group

THE CLEAR Channel Group, representing a dozen clear channel stations organized two years ago to protect their assignments, decided at a meeting in Chicago Nov. 23 to continue indefinitely. When originally created the organization planned to function as a temporary group and it had been expected that it would terminate following the Oct. 5 hearings.

In attendance at the meeting called by Edwin W. Craig, vice president of WSM, Nashville, and chairman of the group, were Louis G. Caldwell, Washington attorney and counsel for the group; Rev. O. L. Abell and A. S. Foster, WWL; Lee Coulson, WHAS; James Rockwell, WLW; Carl J. Meyers, WGN; Glenn Snyder, WLS; Joseph O. Maland, Paul A. Loyet, and Wm. M. Brandon, WHO; J. H. DeWitt, WSM.

Stations in the Group are WLW, WHAS, WFAA, WBAP, WHO, KFI, WHAM, WSB, WSM, WLS, WWL and WGN.

EQUIPMENT

WDAF, Kansas City, is installing a new 5,000-watt Western Electric transmitter, as well as a 425-foot Blaw-Knox vertical radiator at a new surburban location. The antenna and equipment now used by the station are in the *Kansas City Star* building. The entirely modern plant also will include a new transmitter house. Studios and offices will remain in the newspaper building.

WSGN, Birmingham, is installing a new Western Electric 310B transmitter as well as a new control board and WE speech input equipment. Eight-ball microphones will be used with a new remote amplifier. Studios are being soundproofed and decorated. The entire installation is to be ready within a few weeks.

WKZO, Kalamazoo, is installing a 300-foot vertical tubular antenna, declared to be the tallest of the sort in the world. It is of seamless steel and weighs 10 tons. A Collins input amplifier has been added to the transmitter equipment. Plans for new studios are under way.

TWO NEW recording outfits have been purchased from the Universal Microphone Co. by KFAB, Lincoln; KOIL, Omaha, and KFOR, Lincoln. One of the new units will be fixed and the other portable. KOIL will use the portable recorder in covering remote-control interviews with celebrities visiting Omaha. The station regularly interviews famous people who visit or pass through the city by train or plane.

ALBERT LAZARUS, president of the Recording Equipment Mfg. Co., Hollywood, went to Cuba in November on a business trip. Richard Nelson, former Los Angeles radio broker, has been appointed factory representative in Arizona, New Mexico and Western Texas. J. R. Williams, of Dallas, has been appointed to a similar post for Missouri, Tennessee and Eastern Texas.

KWTO, Springfield, Mo., went up to 5,000 watts in mid-November and placed new transmitting equipment and a 429-foot radiator in operation.

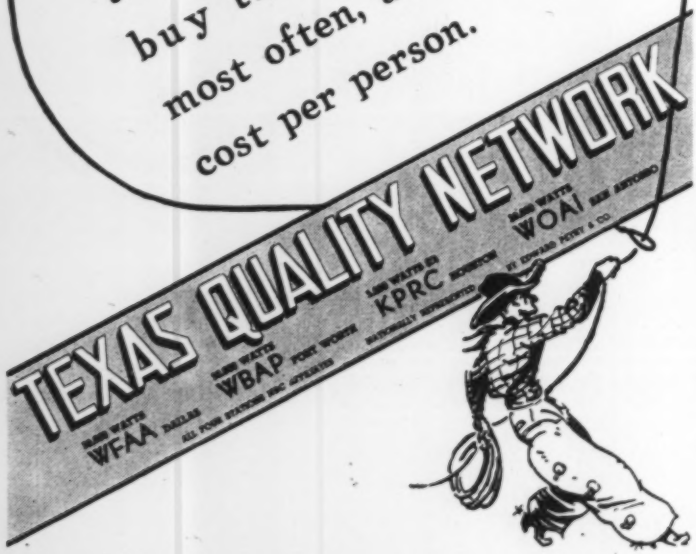
SUNDT ENGINEERING Co., Chicago, has published a description of its new neobeam oscilloscope and how it operates. A number of improvements in oscilloscope operation are claimed.

Security Board Shows

SOCIAL SECURITY BOARD, Federal agency in charge of the new old-age benefit system set up by the government, has asked broadcasters to aid in putting the project in operation by Dec. 5, when an estimated 26,000,000 workers are to apply for benefits. Stations are asked by Louis Resnick, director of the SSB information service, to ask local administrators to speak; conduct question-and-answer periods based on copy which is supplied; broadcast short announcements; donate time for one-minute and quarter-hour transcriptions which are supplied.

BOB BRAUN, head of Don Lee Artist Bureau, was in New York the latter part of November conferring with Mutual officials and Nate Abramson, director of WOR Artist Bureau, on talent arrangements.

LASSO
the most people who buy the most goods, most often, at the least cost per person.



UNIVERSAL
Portable Recording Machine

A precision machined, compact outfit that positively eliminates all waver—Records in either direction at 33 1/3 or 78 RPM 90, 110 or 130 lines per inch—110 volt AC 100% synchronous motor—solid 16 in. turntable — Constant speed rim drive—Complete switching arrangement for head set monitoring from playback or cutting head—Reinforced black leatherette carrying cases — Unequalled value—Superlative performance.

UNIVERSAL MICROPHONE CO., Ltd.,
424 Warren Lane, Inglewood, Calif., U. S. A.

"A" CUT CRYSTALS
(Approved by FCC)
With mounting $50.00
Hollister Crystal Co.
WICHITA, KANSAS

Gillette Promotes Charity Campaigns

Donates Time on CBS Series; Local Speakers to Appear

OFFICIALS of 101 key cities of the United States, Canada and Hawaii have been invited to discuss their local Community Chests and Christmas charities during the *Original Community Sing* program on CBS at 10:30 p. m. Dec. 13. According to Ruthrauff and Ryan Inc., New York, agency for Gillette Safety Razor Co., Boston, it is the first time in broadcasting history that a national, sponsored radio program has donated its time to a nationwide charity drive.

At 10:30 p. m. two-thirds through the *Community Sing* broadcast, the network announcer will state that the next three minutes will be devoted to "your local community chest". Then, in a localized talk from each of the CBS stations in the *Community Sing* hookup, the mayor or other official will make his local appeal.

Local Arrangements

LETTERS describing the plan were sent by Ruthrauff and Ryan to all *Community Sing* stations in November. Station managers were requested to contact their city officials directly and to notify G. Bennett Larson, producer of the program, of their plans. The letter also gave assurance that the talks would not be commercialized in any way, and specified that the charity discussed must be nonsectarian in nature.

As BROADCASTING went to press, acceptances had been received from some 90 stations. While the replies indicate that mayors and other civic leaders will speak for the most part, several governors and other state officials are included.

Pure Milk on Mutual

PURE MILK DAIRY PRODUCTS Co., Chicago (Golden Rich cheese) starts its first network series on Dec. 1 on five mutual stations (WFIL, WOR, WGN, CKLW, WAAB) Tuesdays and Thursdays, 11:45 a. m. to 12 noon. Program will originate from WFIL and will present Isabelle Hewson in *Petticoat Philosophy*. Hanff-Metzger Inc., Chicago, placed the account.

Opposition to Removal Of KTHS, Hot Springs, Reaches High Quarters

LED by Mayor L. P. McLaughlin and other local interests, including the *Hot Springs Sentinel-Record* and *New Era*, itself an applicant for a new local station, the fight against the sale of KTHS, Hot Springs, Ark., licensed to the local chamber of commerce, has assumed vigorous proportions, with the mayor appealing by letter direct to President Roosevelt, the FCC and Arkansas' Senators to halt the transfer.

The station was recently sold to Radio Enterprises Inc., subsidiary of the Col. Tom H. Barton interests, for $25,000 cash, plus $10,000 a year for five years and an agreement to devote 30 minutes a day for five years to the promotion of Hot Springs. Filing for the transfer with the FCC, Radio Enterprises also asked authority to move the station, a 10,000-watt time-sharing clear channel outlet on 1040 kc., into Little Rock.

In the course of the fight against the removal, it was pointed out that Lee Armer, former head of the Southwest Broadcasting System, recently sold to Hearst interests, had made an offer of $625 per month for a five-year lease plus $1,000 per month additional, or a total of $97,500, and had agreed to rebuild it at a cost of $50,000. This was cited against the Barton $75,000 deal as proving that the deal was "improvident", the opponents of the sale contending also that Hot Springs should retain the station for resort advertising purposes. It is their contention that the station is worth at least $250,000, and they have been stirring up local sentiment against it as well as filing suit to enjoin the sale.

State of Maine Series

STATE OF MAINE Development Commission, Augusta (potatoes) launched its first radio efforts Thanksgiving Day on WOR, Newark, 1-1:15 p. m., using a WBS library recording. With the completion of the football season program shifts to a Saturday period, 1:30-1:45 p. m. Time will be purchased on other stations, says the agency, Dorrance, Sullivan & Co., New York.

national foreign language broadcasting service

Jewish
Italian
German
Polish

representing outstanding foreign language radio stations in united states

viola & furman
152 w. 42nd st., new york

"Wait till he hears that sound effect of the ketchup coming out of the bottle . . ."

A TECHNA PORTABLE will help you sell that radio PROSPECT

Avoid the difficulty of getting your prospect to an audition. *Take the program to him.* A Techna Portable Transcription-Audition System offers the agency or radio station representative an inexpensive and effective way to sell radio business. One agency executive recently sold radio to two new accounts by using a Techna Portable.

The complete system is mounted in a single carrying case weighing 31½ pounds. Plays up to 16" records. Storage for 12 records. Operates at 33⅓ and 78 R.P.M. on any 110 volt A.C. outlet.

Complete with all tubes, $99.50. Write for descriptive folder!

TECHNA CORPORATION

926 HOWARD STREET
SAN FRANCISCO
NEW YORK
CHICAGO
Cable address "Techna"
Bell Teletype "SF-329"
BROADCAST . . . PUBLIC ADDRESS
RECORDING
LABORATORY EQUIPMENT

ARTHUR E. SUTTON
APPOINTED CKLW PRODUCTION MANAGER

CKLW proudly announces that Arthur E. Sutton has rejoined its staff as Production Manager. We feel that a man whose background includes the study of music in London and drama in Paris and who has served successfully as actor, singer, continuity editor, and script and continuity writer is well equipped to build attention compelling, sales stimulating programs. YOUR program on CKLW . . . PROPERLY developed and PROPERLY directed . . . will do a real job in the thriving Detroit market!

Member Mutual Broadcasting System

ESSEX BROADCASTERS, Inc.
3300 Union Guardian Building
DETROIT

FRANK RYAN — VICE-PRESIDENT AND MANAGING DIRECTOR

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
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There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
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PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

W. P. Hilliard Co.
Radio Transmission Equipment
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CHICAGO ILLINOIS

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

E. C. PAGE
Consulting Radio Engineer
1311 Livingston St. Davis 2122
Evanston, Ill.

EDWARD H. LOFTIN
BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
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FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
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J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza P. O. Box 188
New York City Times Square Station

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st ST. NEW YORK CITY

JENKINS & ADAIR, Inc.
Engineers
Designers and Manufacturers of Radio Transmission, Sound Film, Disc Recording and Communication Equipment
3333 BELMONT AVE. CHICAGO, ILL.
CABLE: JENKADAIR

Alexander Sherwood
Business Consultant in Broadcasting
320 North 50 St.
OMAHA NEBRASKA

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Radioaids Inc. to Produce Custom-Built Recordings

ENTRY INTO the field of custom-built transcription production, effective Jan. 1, was announced Nov. 24 by M. J. Mara, president of Radioaids, Inc., Hollywood transcription organization. He said the company would create a new department to originate and produce transcribed programs designed for individual advertisers.

Mr. Mara said the decision to inaugurate the new department came as a result of expressions from midwest and eastern advertising agencies and their clients in connection with Hollywood-made transcribed programs. He explained his organization has complete facilities for writing, producing, recording and pressing. Mr. Mara said that the regular production of the firm, five-minute programs for various lines of business, now go to some 200 stations in the country as well as a limited distribution in foreign lands.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Crystal White soap) on Nov. 30 completed a three-week ten-a-week announcement campaign on 58 stations in the Midwest placed by Benton & Bowles Inc., New York.

• Situations Wanted

Broadcast Operator, radio telephone first class license. Broadcast, police and ultra-high frequency experience. 30 years old, college education. Able and willing to assume responsibility. Available middle of January for any permanent position. Address W. B. Schroeder, Chief Operator, WQFQ Lafayette Police Dept., Lafayette, Ind.

Station Manager who built and operated two successful stations desires change. Open to any worth while offer. Best references. Travel anywhere. Box 585, BROADCASTING.

Sales Manager with good record. Like to connect with regional chain affiliated station. Know radio from all angles. Will travel. Box 586, BROADCASTING.

Young station executive, ten years' experience as commercial manager, program director, continuity and news editor, sales promotion, feature announcing, etc., with network station for last five years, successfully handling national accounts, desires new connection. Will be available January 15, 1937. Address Box 587, BROADCASTING.

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

ACCURACY — INFORMATION • • • EQUIPMENT • • • SERVICE

Radio Engineering Consultants

For Established Stations and For New Station Applicants

Frequency Measurements
Tru-AXIS Low Drift CRYSTALS
(Approved by F.C.C.)

COMMERCIAL RADIO EQUIPMENT COMPANY
1205 BALTIMORE • KANSAS CITY, MO.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Wanted: Experienced radio time salesman on straight commission basis, by national station representatives New York; excellent opportunity; full particulars. Box 581, BROADCASTING.

Situations Wanted

Operator, age thirty-three; twelve years broadcast experience; five years technical supervisor. Box 575, BROADCASTING.

Program Director-Production Man. Experienced announcer, continuity writer, musical director-arranger. Box 583, BROADCASTING.

Washington newspaperman, eight years with newspapers and magazines as feature writer, anxious to break into radio field as continuity, publicity writer. Excellent references. Box 579, BROADCASTING.

Experienced announcer-continuity writer, now program director Southeastern five Kilowatt Station, desires new connection. Energetic, industrious, sober. Successfully passed network announcer's audition. Age 39, married. Box 580, BROADCASTING.

Commercial Manager: Now employed by large city station desires a change. 11 years advertising experience including nationally known manufacturers and Advertising Agencies. Excellent background and references. Have more than doubled station sales in present capacity. 35 years of age. College education. Box 584, BROADCASTING.

Former government engineer with nine years experience in the design, installation and maintenance of stations ranging from one hundred watts to fifty thousand watts power, seeks connection with a progressive, far sighted, aggressively managed station, as technical supervisor or chief engineer. Thorough knowledge of all recent developments including noise suppression, high fidelity, directive antennas and remote shortwave pickup. Past training and experience considered a valuable asset to a composite installation contemplating power increase or new equipment installation. Now employed with Eastern Manufacturer in transmitter section. First class licenses. Box 582, BROADCASTING.

Wanted to Buy

Will pay cash for full or part-time station in city over 100,000. Box 567, BROADCASTING.

For Rent—Equipment

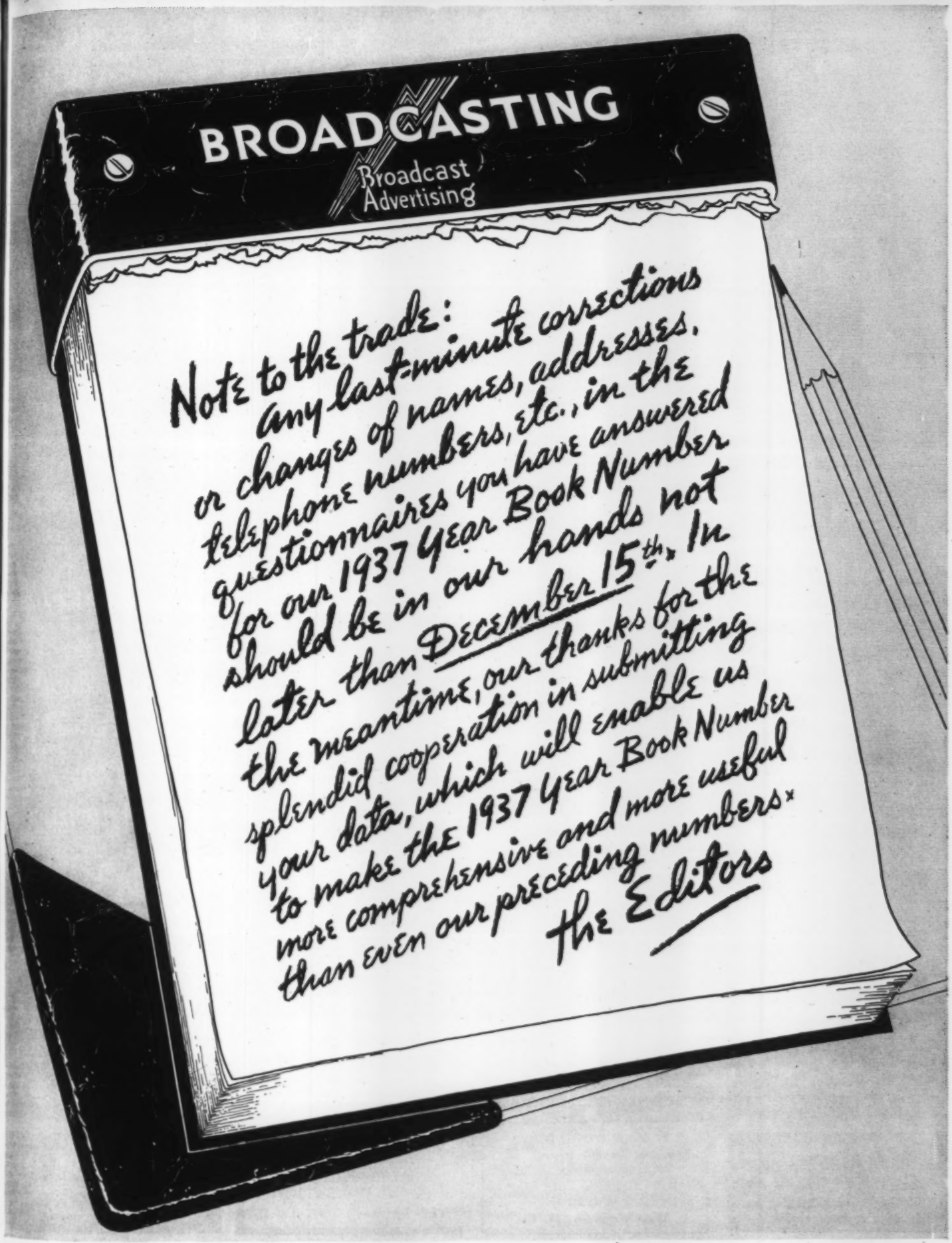
Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

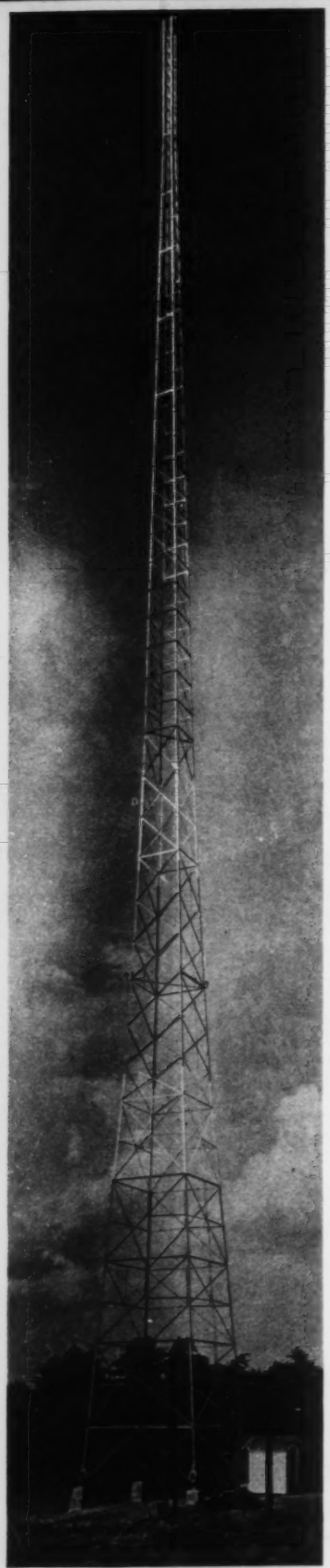
For Sale — Equipment

Western Electric 5000 watt 5-C Transmitter. In first class condition, being recently retired from service. Sold complete, available immediately. Address inquiries KWK, Hotel Chase, St. Louis, Mo.

Western Electric 100 Watt 12-B Transmitter. This transmitter is in excellent condition, being recently retired from service due to a power boost. Sold complete with "low hours" set of tubes. Available immediately and can be inspected at any time. KGFF, Shawnee, Oklahoma.

Western Electric 301-A. Approved 100-watt transmitter, 220 volt, AC, single phase, guaranteed first class condition, tubes complete. Modern design, new appearance, immediate delivery. High quality, efficiency at low operating cost. Suitable as driver for 5,000 watts. Open for inspection. Removed for power increase. Cost $7,000, sell $2,500 f.o.b. Janesville, Wis. Write, wire WCLO.


BROADCASTING
Broadcast Advertising
Note to the trade:
Any last-minute corrections or changes of names, addresses, telephone numbers, etc., in the questionnaires you have answered for our 1937 Year Book Number should be in our hands not later than December 15th. In the meantime, our thanks for the splendid cooperation in submitting your data, which will enable us to make the 1937 Year Book Number more comprehensive and more useful than even our preceding numbers.
the Editors



BLAW-KNOX
VERTICAL RADIATOR
Installed for Station WBRC
Birmingham, Alabama

Speedy Action Seen on Allocations

(*Continued from page 9*)

categories of stations (clear, high-power regional, regional and local), there probably will be established seven distinct groups. The three additional groups, it appears, would be a subclear channel group with duplicated operation, a new regional group operating with 5,000 watts day and night, and an intermediate group between regionals and locals using more than 100 but perhaps less than 500 watts. The classifications would be defined by the degree of millivolt protection given the stations in the shared-channel groups.

In the opening of the 1500-1600 kc. band, it is indicated that utmost caution will be exercised. At the Oct. 5 hearings, optimistic reports on operation in this band were given by two of the experimenters and the Engineering Department now evidently feels that the time is here for regular assignment of facilities. Because of the characteristics of the frequencies, it is felt that they are best adapted for regional stations—i. e., those that can serve an urban area along with a portion of contiguous rural territory.

In this connection, too, consideration will be given such countries as Mexico for assignment of stations on these channels. The higher frequencies, it has been ascertained, are less affected by static disturbances prevalent in tropical areas, and channels in the 1500-1600 kc. band probably would function efficiently in Mexico. Mexico is not a party to the North American agreement on the distribution of wave lengths, but assigns stations generally on mid-channels, in between those used by the United States and Canada.

Whatever the Broadcast Division does, according to current sentiment, it will disturb as little as possible the economic structure. It will try to so control licensing of additional stations or assignments of power or improved facilities as to prevent any competitive situations that might prove deleterious. Existing stations, it is thought, first should be accorded improved positions, with new station applications considered afterward.

Technical Separations

TECHNICAL engineering standards will undergo sweeping changes by virtue of the unimpeachable testimony offered in connection with receiving set characteristics, blanketing signals and mileage separations between stations. The 10 kc. separation between channels will remain, as far as can be ascertained at this moment. That is interpreted to mean that there will not be any additional channels in the regulation broadcast band, with narrower widths. But the distance tables and those specifying particular frequency separations for particular mileage separations between channels and stations are due for alteration. Instead of the present 50 kc. separation recognized between stations in the same geographical area, it is expected that a 40 kc. separation will be construed as sufficient in most cases.

But more significant is the intention to use such engineering standards merely as rough guides rather than arbitrary rules. Actual measurements and curves will be relied upon in individual situations, since it has been conclusively shown that physical differences in terrain affect propagation, and that other absorption factors must be taken into account.

Thus mileage tables will be construed, presumably, simply as average. Empirical standards as such, will be disregarded. The new engineering rules will be called perhaps "Standards of Good Engineering Practice" rather than empirical standards.

Inquiry in Congress

(*Continued from page 13*)

moves which might tend to undermine the smaller broadcasters even remotely should not be tolerated. He said reports had come to his attention that the smaller stations believed they would be destroyed through introduction of superpower. He favored more local outlets to reach smaller cities and rural areas.

While "tales" have been carried to him of conditions in broadcasting that require immediate scrutiny, Senator Wheeler said that, aside from the issues he had raised, there was nothing of sufficient substance to warrant immediate hearings or an investigation. Asserting he was not satisfied with the telephone investigation by the FCC, he said that on this subject he would be inclined to await a report from the Commission itself before taking any steps.

Mr. Rayburn, a candidate for the majority leadership in the House, declared he saw no occasion to make an inquiry into radio or the FCC at the forthcoming session. His views were similar to those of his Senatorial colleague on the scant likelihood of new legislation affecting radio.

Chicago Hotels Use Radio

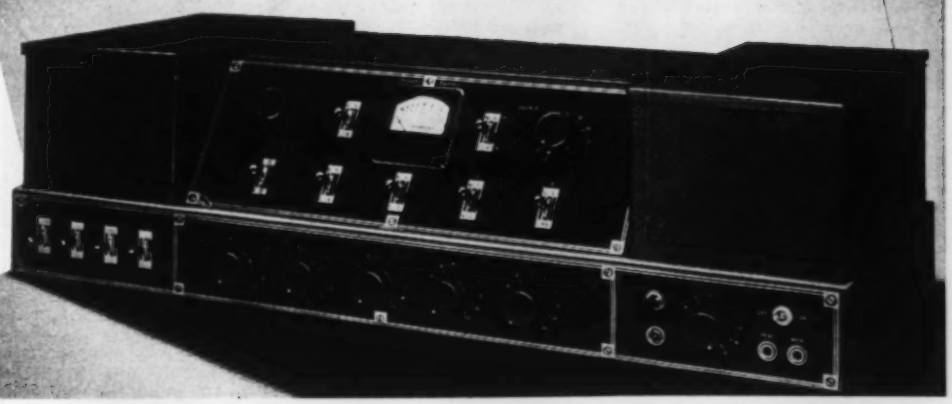
LA SALLE HOTEL, Chicago, started a Sunday afternoon series on WMAQ, Chicago, Nov. 29, to advertise services it offers to residents of Chicago as well as to its guests from out of town. Aimed especially at golfers who like to keep in trim during the winter, the broadcast is conducted by Duncan MacPherson, golf professional, who gives golfing tips and invites listeners to visit the indoor practice grounds on the hotel's 18th floor. Agency is Gale & Peitsch Inc., Chicago. Hotel Sherman, Chicago, is using daily announcements on KSFO, San Francisco, through Harry Atkinson Inc., Chicago.

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE - MUTUAL

After Installing a
BLAW-KNOX
VERTICAL
RADIATOR
J. C. BELL
CHIEF ENGINEER
at
STATION WBRC
says:
"The Gain in Signal Strength Equals Twice the Power on the Old Antenna"
•
IF YOU PLAN IMPROVEMENT OF YOUR ANTENNA, IT WILL PAY YOU TO CONSULT
BLAW-KNOX COMPANY
2038 FARMERS BANK BLDG
PITTSBURGH, PA.

As always... Western Electric sets the pace!



Hi-Spot Features

Hi-Fidelity performance.
AC operated.
Hi-Level mixing—accomodates up to eight 30 or 250 ohm microphones—four may be operated simultaneously.
Handles up to four incoming remote lines with "cue" monitoring.
"Talk-back" facilities.
Indirectly illuminated volume indicator.
Provision for testing individual tubes during operation.
Completely factory wired and tested.

This time with the console type SPEECH INPUT EQUIPMENT

Broadcasters needed a complete, single unit speech input equipment. First to meet this need was Western Electric—with the 23A, announced last July. What happened? The same thing that happened with the eight-ball mike, the 23A transmitter and other Western Electric pace-setters!

Broadcasters accepted the new unit immediately. They knew it was *right in design*—developed by Bell Telephone Laboratories. *Right in workmanship*—made by the leader in sound-transmission apparatus. Tests proved it was *right in performance.*

This compact unit—more than 60 of which have been ordered—gives a rare combination of flexibility, simplicity of operation and high quality performance. It is especially suitable for studio installations and with the new 23A transmitter.

For full details: Graybar Electric, Graybar Building, New York—or Graybar's nearest branch.

Western Electric

Distributed by GRAYBAR Electric Co. In Canada: Northern Electric Co., Ltd.

RADIO TELEPHONE BROADCASTING EQUIPMENT

ANNOUNCING

A NEW BOOKLET

"HOW RADIO STATIONS USE INSTANTANEOUS RECORDINGS"

TO MAKE MONEY — INCREASE SALES
PROMOTE OPERATING EFFICIENCY

Recently we wrote all users of Presto recorders to ask how they were using their equipment.
The replies gave us an amazing amount of new information.
Here are some of the facts they mentioned.

1. "Man on the Street" broadcasts are being recorded and edited before broadcasting—eliminating accidents and dull spots which had occurred in direct broadcasts.

2. Recording the work of announcers enabled them to hear themselves . . . resulted in a tremendous improvement in their style.

3. Commercial station breaks and call letter announcements are being recorded when convenient . . . leaving announcers free for useful work elsewhere.

4. Rehearsals are recorded for self criticism by artists resulting in improved pace and elimination of weak spots.

5. Outstanding programs of the year are being recorded for rebroadcasting on anniversary programs.

6. Sustaining programs are being recorded to be auditioned at the prospective sponsor's convenience.

7. Recordings of restaurant and night club background noise are used to give atmosphere to programs of recorded music.

8. Individual artists record several programs ahead of time so that they can take time off . . . avoid interruptions due to illness.

These uses and many others are fully described in our new booklet.

IT'S FREE. Send for your copy today.

INSTANTANEOUS RECORDING IS INEXPENSIVE

WITH THIS NEW PORTABLE UNIT

THE COMPAC MODEL "D"

Let us quote you on the cost of recording equipment for your station.

Export Division (except Australia and Canada)
M. SIMONS & SONS, INC., 25 Warren St., N. Y. *Cable*: Simontrice, N. Y.

PRESTO RECORDING CORPORATION
147 WEST 19th ST.
NEW YORK N. Y.

Terry Is Named Manager As KVOR Is Transferred

FORMAL transfer of the ownership of KVOR, Colorado Springs, from Rev. S. H. Patterson to the Out West Broadcasting Co., took place Nov. 20, with the naming of Hugh Terry, formerly of the commercial staff of WKY, Oklahoma City, as manager to replace Lou Keplinger. The staff otherwise was kept intact, although new salesmen and announcers are being added. A new transmitter and enlarged studios are planned, with Jack Lovell, of WKY, in charge of the mechanical work.

KVOR was sold recently for $80,000, the deal receiving the FCC's approval, to a new company headed by E. K. Gaylord, publisher of the *Oklahoma City Oklahoman* and *Times* and chief owner of WKY, Oklahoma City, and KLZ, Denver. The deal was closed by Edgar T. Bell, business manager of the Oklahoma newspaper and radio group, and Maj. Herbert Peck, the company's general counsel. Rev. Patterson has applications pending for new stations in Denver and Cheyenne.

William Kuser Jr.

WILLIAM KUSER Jr., 28. chief announcer of KHJ, Los Angeles, was instantly killed Nov. 24 and Don Forbes, staff announcer of KNX, Hollywood, was seriously injured when the automobile in which they were riding left the road on Vermont Ave., near Lonita Blvd., Los Angeles. Dr. H. Clifford Loos, brother of Anita Loos, screen writer, was also injured. Mr. Kuser took the KHJ post a year-and-a-half ago, coming from KFRC. He was nationally known for his announcing of the *Pickfair Parties* programs several months ago.

George W. Martin

GEORGE W. MARTIN, president of the Portland Broadcasting System, of Portland, Me., which was authorized last May to build a new station (WGAN) to operate on the 640 kc. channel with 500 watts limited time, died of heart failure Nov. 22. He was 62. Mr. Martin was the principal stockholder of the newly formed company with the *Portland Press-Herald* owning the minority. The station grant now is embroiled in litigation before the U. S. Court of Appeals for the District of Columbia.

Agency Names De Angelo

CARLO DE ANGELO has been appointed radio director of Lennen & Mitchell Inc., New York, with Burt McMurtie serving as associate director of the department.

A TWO-DAY celebration will inaugurate the linking of the Don Lee system with Mutual on Dec. 29-30. On member stations on the West Coast, with special programs and on the following day Don Lee will return the honors with Conrad Nagel, movie star, serving as master of ceremonies.

Validity of Sports RadioRightUpheld

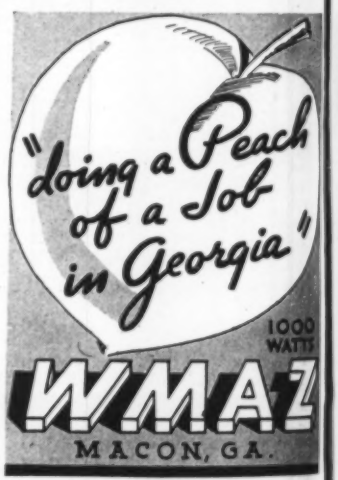
THE VALIDITY of an exclusive contract to broadcast a sports event was upheld by Judge Phillip Sullivan of the United States District Court of Chicago on Nov. 24 in what is believed to be the first case of its kind, when he granted WIND, Gary, an injunction restraining WGN, Chicago, from broadcasting the Nov. 29 pro football game between the Chicago Cardinals and Chicago Bears.

The suit, which was filed by Edward Herman on behalf of WIND, alleged that WIND had purchased the exclusive broadcasting rights for all home games to be played during the 1936 season by the Chicago Cardinals and that subsequently WGN, the Standard Oil Co. of Indiana, and the Chicago Bears had advertised that they were going to broadcast this game, which was a part of the Cardinal schedule, and asked for an injunction against such a broadcast.

The suit was filed against both teams, WGN and the Standard Oil Co., which had been sponsoring broadcasts of Bears games on WGN, and requested that the Cardinals be restrained from playing the game unless they could deliver the exclusive broadcasting rights which they had sold to WIND. WIND's broadcasts have been sponsored by Chevrolet Dealers of Chicago.

The following statement was released by WGN after the judge's decision: "It was unnecessary to enjoin WGN along with the others from broadcasting the game between the Cardinals and the Bears on Nov. 29 in view of the fact that WGN had merely contracted with the agency representing the client sponsoring the football games to supply broadcasting facilities and in no way was obligated to deliver broadcasting rights for the game."

TOM FIZDALE, Chicago press agent, upset all precedents on Nov. 30 by appearing with *Fibber McGee & Molly*, clients of his, on their Johnson wax broadcast on NBC-Red network. Tom played the part of a press agent.



JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

WGH
Gives Live Local Representation
In Three Prosperous Cities
With Studios and Offices
NORFOLK — PORTSMOUTH
—NEWPORT NEWS

Stanley Hubbard Named As President of KSTP

S. E. Hubbard

STANLEY E. HUBBARD, pioneer Northwest radio man and one of the founders of KSTP, St. Paul, is the new president and general manager of the station. Kenneth M. Hance, formerly one of the owners and founders of WDAY, Fargo, was appointed vice president and treasurer.

Mr. Hubbard succeeds L. J. Shields, who died recently. Prior to his elevation to the presidency he was vice president and general manager. Mr. Hance previously was assistant general manager. He has been with the station in that capacity since it opened in 1928. The elections were held at a board meeting Nov. 24. C. R. Bachmann was named secretary.

RCA Takes Sponsorship Of Metropolitan Opera

METROPOLITAN Opera performances every Saturday afternoon through the winter season will be sponsored, starting with the performance the day before Christmas, on a nationwide NBC-Blue network by Radio Corporation of America, it was disclosed Nov. 27. This sets at rest previous reports that NBC's exclusive option on the opera broadcasts, carried for two seasons under sponsorship and two seasons as sustaining, would not be carried this year.

The operas, broadcast direct from the stage, will be accompanied by RCA institutional messages, and the first of the regular series will be heard Saturday, Dec. 26. As in previous years, the full performances, requiring three or more hours, will be broadcast. This is the second institutional advertising schedule placed by RCA on NBC-Blue, the other being the *Magic Key* hour Sunday afternoons. Lord & Thomas, New York, handles the account.

Polesie to Paramount

HERBERT POLESIE has resigned from J. Walter Thompson Co. radio staff in Hollywood to join Paramount Pictures as a writer. Mr. Polesie has been with the advertising agency for the last four years and recently has been on the West Coast supervising production of the *NBC-Shell Chateau* hour, which moves East on Jan. 2 with Joe Cook as new master of ceremonies.

Nordberg WGY Sales Head

RALPH NORDBERG, formerly sales manager of WJJD, Chicago, has been appointed sales manager of WGY, Schenectady, succeeding Stanley Spencer who resigned last month to become a farmer. Before entering radio Mr. Nordberg was in the publication and advertising fields and at one time was manager of Wichita, Kans., office of William H. Rankin Co., now discontinued.

BETTY JOURDAINE, dancer, wife of Harold Peary, NBC actor, is at the Columbus Hospital, Chicago, where she will undergo an ankle operation following a traffic mishap. Peary formerly was a member of the NBC staff in San Francisco.

Martin Heads Biow Radio

CHARLES MARTIN has been appointed director of radio for the Biow Co. Inc., New York. Miss R. Scheubel remains with the agency and will be in charge of radio contacts. Mr. Martin has been staging the *Three Minute Thrills* on the NBC-Philip Morris & Co. program for the past year and prior to that was with the *Time* editorial staff, writing the *March of Time* radio script.

NEW CALLS GIVEN SPECIAL STATIONS

THREE of the four stations in so-called "special broadcast" group operating in the 1500-1600 kc. high-fidelity band, on Nov. 27 were authorized by the FCC Broadcast Division to use regular rather than experimental call letters. The stations are W2XR, New York, authorized to become WQXR; W9XBY, Kansas City, which becomes KXBY, and W6XAI, Bakersfield, Cal., now KPMC. The fourth station, W1XBS, Waterbury, Conn., has not selected its regular call.

The changes were made possible under the revised broadcast rules of last July. At the Oct. 5 "allocation" hearings two of the broadcasters in this band urgently recommended the change to regular call letter assignments. They pointed out that the experimental call letters resulted in confusion not only among listeners but others in the industry, since such calls are usually assigned to stations other than regular broadcast stations. The 1500-1600 kc. band was opened about two years ago for experimental high fidelity operation but stations in the range are permitted to operate commercially and, as a matter of fact, are subject to the same regulations as stations in the conventional band.

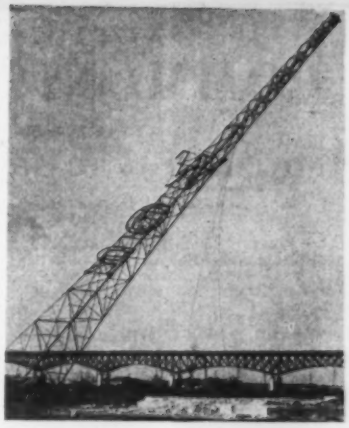
Scripps-Howard Seeking New Station in Denver

APPLICATIONS for two new stations in Denver were filed with the FCC Broadcast Division Nov. 27 by Continental Radio Co., radio affiliate of Scripps-Howard Newspapers. One application requested a new station on 880 kc. with 500 watts night and 1,000 watts day, sharing with KPOF, Denver, and seeking the facilities of KFKA, Greeley, Col. This application was made contingent upon KFKA being granted another frequency, it being understood that the station shortly will file an application for full time on another wave.

The second application requests a new station on 630 kc., 500 watts night and one kw. day, unlimited time. KVOD, Denver, also has filed for full time on 630 kc. Scripps-Howard publishes the *Rocky Mountain News* in Denver.

MBS Coordinator

ADOLF OPFINGER, assistant to Julius Seebach, program director of WOR, Newark, has been named program coordinator for Mutual Network, effective Dec. 14. The appointment is in line with Mutual's expansion, and strengthening of sponsored and sustaining program service is planned. Mitchell Benson, WOR chief announcer, replaces Opfinger.



ON THE WAY — Out of commission is this old tower of WOR, at Kearny, N. J., razed to make way for a factory. Along with its twin, the tower was replaced a year ago by the new WOR radiator at Carteret, N. J.

CUT CABLE REFUND

Networks to Pay Sponsors for Line Interruption

A 400-FOOT piece of rope dangling from the tailskid of an airplane caught on the A. T. & T. transcontinental cable just outside Denver at 4:51 p. m. (EST) Nov. 22 and disrupted all network programs being piped to Salt Lake City and the West Coast for 42 minutes.

NBC lost the last portion of Intenational Silver's *Musical Camera* west of Denver on the Red and *Senator Fishface & Prof. Figgsbottle*, Blue sustainer. CBS had *New York Philharmonic*, sustainer, on the air at the time. At 5 the Ralston-Purina *Marion Talley* program on the Red from Hollywood was heard as far east as Salt Lake City and the General Food's *We the People* from New York was not heard west of Denver. Only Salt Lake City lost the CBS *Unseen Friend* program of Beneficial Management and General Baking's *Guy Lombardo* period, 5:30-6 p. m. was an eastern feature.

A temporary twist at 5:33 p. m. repaired the break and General Food's *Stoopnagle & Budd* and Acme White Lead's *Smilin' Ed McConnell* on the Blue and Red respectively lost only three minutes on West Coast outlets. NBC fed a standby orchestra out of San Francisco during the interruption. NBC, it is understood, will refund lost time to sponsors. CBS will refund to Salt Lake City. A. T. & T. likewise will make adjustments with the networks.

O'Brien Leaves CBS

HARRY F. O'BRIEN has resigned as CBS art director to form a partnership with J. Gilbert Sutton, as advertising consultants and artists' representatives. Offices of O'Brien & Sutton Inc. will be located at 270 Lexington Ave., New York. No successor to Mr. O'Brien has been announced.

DONALD DAVIS, president of General Mills Inc., Minneapolis, on Dec. 2 will present the sponsor's trophies to WCAU, Philadelphia, and Bill Dyer, WCAU sports announcer, for achievement in building increased baseball attendance during the 1936 season. The presentation will be made at a banquet at the Penn Athletic Club.

Right of Recording Artists Is Argued

New York Supreme Court Will Rule on Crumit-WHN Case

A RULING by the Supreme Court of New York upon the right of recording artists to prevent performance of their phonograph records over broadcasting stations is expected within a few weeks following argument Nov. 24 before the court on the motion of Frank Crumit for a temporary injunction against WHN, New York.

After five months of delay, occasioned by repeated requests for postponements by counsel for Crumit, the case came up for hearing on the injunction plea. Maurice J. Speiser argued the case for Crumit, as counsel for the National Association of Performing Artists, with Judge Isadore J. Frey, general counsel of Loew's Inc., appearing for WHN. The case is regarded as an important test since it will be the first ruling by a superior court on the subject.

Property Rights

MR. SPEISER contended that Crumit had a common law right of property in the interpretation on the phonograph record; that the record was made by Decca for home and not commercial or broadcasting use; that the radio performance interfered with his rights to make contracts for his exclusive services with stations and also interfered with receipt of royalties from Decca.

Judge Frey, answering an inquiry by Justice Valente in connection with Mr. Speiser's request for an "early trial", asserted he felt that after the court had ruled on the motion there would be no necessity for a trial. Arguing against the injunction motion, Judge Frey declared that if the Crumit contention were correct, then every musician in an orchestra would have a property right and be able to prevent use of records by purchasers. He said the records were purchased like any other commodity from Decca, which knew they were to be broadcast, as did Crumit when he performed for the records. He brought out that Crumit was not only paid by Decca, but that he also was paid a fee by a music company and by ASCAP, from whom WHN holds a license; that Crumit was not a real party in interest and could not maintain a suit; that the Supreme Court already had ruled against the contention of alleged common law rights, and that Crumit had not shown any damage.

VICTOR RATNER, CBS sales promotion manager, will leave for Los Angeles on or about Dec. 15 to spend a week or more planning CBS promotional activity in connection with its affiliations with KNX, Hollywood, and KSFO, San Francisco, starting Dec. 29.

PERCY L. DEUTSCH, president of World Broadcasting System, is confined to the Medical Center, New York, for a rest cure. He is expected back at his desk by Dec. 10.

ELMER H. DOUGHERTY, Chicago, publisher of a new sports magazine named *Sport Eye*, is sponsoring *The Human Side of Sports*, with Hal Totten, veteran announcer, on WENR, Chicago, twice weekly, placed direct.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

NOVEMBER 16 TO NOVEMBER 28, INCLUSIVE

Decisions . . .

NOVEMBER 17

APPLICATIONS GRANTED:

KEUB, Price, Utah—License for CP new station 1420 kc 100 w unltd.

WJAR, Providence, R. I.—License for CP move aux. trans.

WCMI, Ashland, Ky. — License for CP increase 100 to 250 w D, move studio, trans., locally.

KFXR, Oklahoma City — Mod. CP re equip.

KMO, Tacoma, Wash. — Mod. CP vert. radiator, trans. site, new equip.

KWJJ, Portland, Ore.—Mod. CP extend completion, change trans., studio sites, vert. radiator.

KTVL, Longview, Tex.—Mod. CP extend completion relay station.

KALE, Portland, Ore.—Mod. license increase to unltd.

KIRO, Seattle—Temp. auth. change antenna.

WAGF, Dothan, Ala.—Assign. license to John T. Hubbard, Julian C. Smith and Fred C. Mosley, d/b Dothan Brdcstg. Co.

KPLC, Lake Charles, La. — CP move trans., vert. radiator, increase D to 250 w.

KELD, El Dorado, Ark.—License for CP new station 1370 kc 100 w unltd.

WNYC, New York — Mod. CP extend completion.

WAML, Laurel, Miss.—Mod. license spec. to unltd.

WWAE, Hammond, Ind. — Renewal license.

W3XE, Philadelphia — Mod. license increase visual 1.5 to 10 kw, aural 250 w to 10 kw.

W3XAU, Philadelphia—License for CP change equip., increase to 10 kw.

SET FOR HEARING:

NEW, Ogdensburg Pub. Co., Ogdensburg, N. Y.—CP 1500 kc unltd., and granted Ogdensburg Advance Co. right to intervene.

NEW, Wm. C. Grove, S. H. Patterson, Cheyenne, Wyo.—CP 1420 kc 100 w 250 w D unltd.

NEW, Aberdeen News Co., Aberdeen, S. D.—CP 1390 kc 1 kw unltd.

NEW, H. O. Davis, Mobile, Ala. — CP 610 kc 250 w 500 w D unltd.

NEW, R. W. Page Corp., Columbus, Ga. —CP 950 kc 250 w unltd.

NEW, Charles Greenblatt, Bridgeport—CP 1190 kc 250 w N & D unltd., asks facilities WATR.

NEW, Red Lands Brdcstg. Assn., Ben T. Wilson, president, Lufkin, Tex.—Amended applic. CP 1310 kc 100 w D.

NEW, H. A. Hamilton, Spartanburg, S. C.—CP 1420 kc 100 w 250 w D unltd.

NEW, Edgar L. Bill, Peoria—CP 1040 kc 250 w D.

NEW, Troy Brdcstg. Co. Inc., Troy, N. Y.—CP 950 kc 1 kw D.

NEW, Ellwood Warwick Lippincott, Bend, Ore.—CP 1310 kc 100 w unltd.

NEW, Richard S. Gozzaldi, d/b Oak Cliff-Dallas Co. Brdcstg. Co., Dallas—CP 1500 kc 100 w D.

NEW, Hebrew Evangelization Soc. Inc., Los Angeles—CP 570 kc 1 kw unltd.

NEW, Frazier Reams, Mansfield, O.—CP 1370 kc 100 w D.

NEW, Juan Piza, San Juan, P. R.—CP 1500 kc 100 w 250 w D unltd., use WNEL radiator.

NEW, H. E. Studebaker, La Grande, Ore.—CP 1420 kc 100 w 250 w D unltd.

KFYR, Bismarck, N. D.—Hearing before Division on mod. license 1 to 5 kw N.

KGAR, Tucson, Ariz.—Mod. license 1370 to 890 kc, 100 w 250 w D to 250 w unltd.

WWRL, Woodside, L. I.—Mod. license to include WMBQ hours.

NEW, Abraham Piotkin, Chicago—Hearing before Division on applic. CP 1600 kc 100 w 250 w D unltd.

NEW, Elmira Star-Gazette Inc., Elmira, N. Y.—CP 1200 kc 250 w D.

NEW, Mid-Atlantic Corp., Washington—CP 1570 kc 1 kw unltd.

WJAR, Providence—CP new equip., increase 1 to 5 kw.

WBNY, Buffalo — Mod. license include certain hours of WSVS.

NEW, F. M. Gleason, d/b N. Georgia Brdcstg. Co., Rossville, Ga.—Amended CP 1200 kc 100 w D.

NEW, Assoc. Ark. Newspapers Inc., Hot Springs, Ark.—Amended CP 1310 kc 100 w D.

WCAD, Canton, N. Y.—Vol. assign. license to Brockway Co.

WCAD, Canton, N. Y. — Amended CP move trans., studio to Watertown, N. Y., new equip., change 1220 to 1270 kc, 500 w spec. to 500 w D only.

APPLICATIONS DISMISSED:

NEW, John E. Fetzer, Benton Harbor, Mich.—CP 1500 kc 100 w D.

WSPR, Springfield, Mass.—Mod. license 1140 kc 500 w ltd. to LS at KVOO.

NEW, Eau Claire Brdcstg. Co., Eau Claire, Wis.—CP 1210 kc 100 w unltd.

NEW, Ed Klies, Helena, Mont.—CP 1280 kc 1 kw 5 kw D, facilities KFBB.

MISCELLANEOUS—WWAE, Hammond, Ind., mod. license 1200 kc 100 w unltd. D to LS, S-WFAM, was granted without hearing 3-27-36 but set for hearing because of protests which later were withdrawn; KCMO, Kansas City, mod. license 1370 kc 100 w unltd., was granted 6-20-36 but reconsidered and designated for hearing on protests which later were withdrawn; KALE, Portland, Ore., reconsidered and granted temp. auth., denied 10-27-36, to operate unltd. November pending action on formal applic. for unltd., and pending construction vert. radiator.

NEW, Chauncey W. Hammond, Oakland, Cal., granted continuance hearing to 1-6-37; NEW, Tribune Co., Tampa, Fla., granted amendment applic., and ordered further hearings (examiner recommended denial original applic. 550 kc 1 kw 5 kw LS unltd.); WSAY, Rochester, granted petition protesting action of FCC 10-20-36 granting without hearing applic. assign. license of WJTN, formerly WOCL, from A. E. Newton to James Brdcstg. Co. Inc., and latter applic. set for hearing and motion to dismiss denied; WJAS, Pittsburgh, granted petition protesting action of FCC 9-22-36 granting WATR CP change location and equip. with directional antenna and change 1190 to 1290 kc and 100 w ltd. to 250 w full time, the applic. of WATR to be reconsidered and set for hearing; NEW, Continental Radio Co., Washington, granted postponement hearing on applic. CP 1230 kc 1 kw unltd. until FCC disposes of petition for rehearing on applic. WOL to change 1310 to 1230 kc and increase 100 w to 1 kw; NEW, Brockway Co., Watertown, N. Y., granted petition withhold action on applic. Black River Valley Broadcasts Inc., WNNY, to change equip., until full FCC action is had on petition of Watertown Brdcstg. Corp. for rehearing on applic. 1270 kc 250 w D.

SPECIAL AUTHORIZATIONS—WFIL, Philadelphia, extension temp. auth. 560 kc 1 kw N December; KOY, Phoenix, Ariz., extension temp. auth. former antenna pending applic.; WDBO, Orlando, Fla., extension temp. auth. added 750 w.

RATIFICATIONS—WTAW, College Station, Tex., granted temp. auth. suspend operation to 12-11-36 pending construction; KSTP, St. Paul, granted temp. auth. use WLB trans. to 11-29-36 pending construction; WLB, Minneapolis, granted temp. auth. broadcast over WCAL trans. to 11-29-36; KTHS, Hot Springs, Ark., granted petition intervene applic. Radio Enterprises Inc., Hot Springs for new station; L. L. Ashbury et al., Hot Springs C. of C., granted right intervene on KTHS applic. assign. license; Ark. Brdcstg. Co. (KLRA) denied petition insofar as it prays intervention on hearing of Hot Springs C. of C. applic. vol. assign. license, and granted for intervention applic. CP move station to Little Rock; Centennial Brdcstg. Corp., granted right intervene applic. Dallas Brdcstg. Co. for CP and overruled opposition to petition; Dr. George W. Young, Minneapolis, granted right intervene applic. Natl. Battery Brdcstg. Co. for 580 kc 1 kw unltd.; Fresno Brdcstg. Co. granted petition intervene applic. George Harm, Fresno; WLWL, New York, granted petition intervene applic. WCOP; Law Dept. asked direction from Division upon policy of stating a personnel problem in opposition to be filed by FCC against motion of Great Western Brdcstg. Assn. Inc. and Intermountain Brdcstg. Corp., appellants, for leave to print record under provisions of Rule V Paragraph 5 upon preparation by appellants of a narrative statement, and the Division directed filing of the opposition without proposed paragraph relating to personnel.

ACTION ON EXAMINERS' REPORTS:

KLS, Oakland—Mod. license 1440 to 1280 kc, D to unltd. 250 w, sustaining Examiner Bramhall.

NEW, Arthur Westlund & Jules Cohn, Santa Rosa, Cal.—Denied CP 1310 kc 100 w unltd., reversing Examiner Walker, Com. Case dissenting.

WHB, Kansas City — Denied CP new equip., directional antenna, change 860 to 1120 kc, D to unltd., 500 w 1 kw D, reversing Examiner Dalberg.

KFOX, Long Beach, Cal.—Granted CP new equip., increase 1 to 5 kw D, reversing Examiner Walker.

NEW, B. A. Thompson, Santa Cruz, Cal.—Denied CP 1310 kc 100 w 250 w D unltd., reversing Examiner Dalberg.

NEW, Wm. B. Smullin, Sacramento—Denied CP 1310 kc 100 w 250 w D unltd., sustaining Examiner Dalberg.

NEW, Howard N. Mitchell, Sacramento—Denied CP 1310 kc 100 w unltd., reversing Examiner Dalberg.

NEW, Press Democrat Pub. Co., Santa Rosa, Cal. Granted CP 1310 kc 250 w D, reversing Examiner Dalberg.

NEW, Julius Brunton & Sons Co., Fresno, Cal.—Denied CP 980 kc 259 w D, reversing Examiner Arnold.

NEW, Miles J. Hansen, Fresno, Cal.—Dismiss with prejudice applic. CP 1420 kc 100 w unltd., sustaining Examiner Arnold.

NEW, Harold H. Hanseth, Fresno, Cal.—Denied CP 1410 kc 1 kw unltd., sustaining Examiner Seward.

NEW, Fresno Brdcstg. Co., Fresno, Cal.—Denied CP 1410 kc 500 w 1 kw D unltd., sustaining Examiner Seward.

NEW, Mrs. C. A. S. Heaton, Las Vegas, Nev.—Denied CP 1420 kc 100 w unltd., sustaining Examiner Irwin.

WHAZ, Troy, N. Y. — Granted, subject Rule 131, mod. license 500 w to 1 kw 1300 kc, sustaining Examiner Irwin.

NEW, Magnolia Brdcstg. Co., Jackson, Miss.—Dismiss with prejudice applic. CP 1420 kc 100 w unltd., sustaining Examiner Seward.

Ogdensburg Advance Co. Inc., Ogdensburg, N. Y.—Dismiss with prejudice applic. transmit programs to Prescott, Ont., sustaining Examiner Hill.

KSO, Des Moines — Granted CP change equip., increase D to 2½ kw, sustaining Examiner Dalberg.

ORAL ARGUMENTS — NEW, Valley Brdcstg. Co., Pomona, Cal., 1-7-37; NEW, Power City Brdcstg. Corp., Niagara Falls, 1-7-37; NEW, Niagara Falls Gazette Pub. Co., same; WMFF, Plattsburg, N. Y., same; NEW, Metro Brdcstg. Co., Los Angeles, 1-28-37; KUJ, Walla Walla, Wash., same; WNRI, Newport, R. I., same; NEW, E. Anthony & Sons Inc., Pawtucket, R. I., same; WTHT, Hartford Times Inc., Hartford, Conn., same.

NOVEMBER 20

ACTION ON CASES HEARD BY BROADCAST DIVISION:

WWL, New Orleans — Denied mod. license spec. to unltd. 850 kc 10 kw; granted extension spec. auth. 850 kc 10 kw unltd.; granted renewal license.

WBAP, Fort Worth — Granted renewal license.

WFAA, Dallas—Same.

WCCO, Minneapolis—Same.

WOV, New York—Granted renewal license, denied CP directional antenna, change hours to unltd. except hours assigned WLWL, 1130 kc 1 kw.

WPG, Atlantic City — Granted renewal license.

KWKH, Shreveport, La.—Same.

WLWL, New York—Denied mod. license 1100 to 810 kc, change spec. to unltd. 5 kw (facilities WCCO, WNYC).

WNYC, New York—Granted renewal license.

WJJD, Chicago—Dismissed with prejudice applic. mod. license to 5 kw 20 kw LS, change Ltd. to spec.

NEW, J. David Stern, New York—Denied as in default CP 810 kc 500 w spec. (facilities WNYC).

MISCELLANEOUS — Order of 10-20-36 suspended in following cases: WLB, Minneapolis, CP new equip., change 1250 to 760 kc, increase to 5 kw D (Sh. WCAL); WCAL, Northfield, Minn., CP change equip., new antenna, change 1250 to 760 kc, increase D to 5 kw (Sh. WLB); WTCN, Minneapolis, mod. license spec. to unltd.

NOVEMBER 21

WABY, Albany — License for CP new trans., antenna, move studio, trans.

WCNW, Brooklyn—Mod. license re hours, amended to ask time now used by WCNW plus hours now used by WMBQ, asks facilities WMBQ.

WSPR, Springfield, Mass.—Mod. license ltd. to unltd., 250 w 500 w D.

NEW, NBC, Bellmore, N. Y.—License to operate W2XBS trans. as exp. facsimile station 2016 kc 500 w unltd., asks call W2XK.

NEW, Beaumont Brdcstg. Assn., Beaumont, Tex.—CP 1420 kc 100 w D.

KWK, St. Louis—Mod. license 1 kw 5 kw D to 5 kw N & D.

WMIN, St. Paul—Mod. license 1370 to 1360 kc, increase N 100 to 250 w.

KFJM, Grand Forks, N. D.—License for CP as mod. change freq., increase power, move trans.

WTAD, Quincy, Ill. — License for CP new trans., antenna, move trans. locally.

KDAL, Duluth—License for CP as mod. move trans., studio, change antenna.

WEAU, Eau Claire, Wis.—Mod. CP as mod. new station 1050 kc 1 kw D, re trans. studio sites.

W9XAP, NBC, Addison, Ill.—License for exp. facsimile 2016 kc 2½ kw unltd.

KRKO, Everett, Wash.—License for CP change equip.

NEW, J. Grant Iverson, Salt Lake City—CP 630 kc 1 kw 5 kw D unltd.

KOY, Phoenix, Ariz.—CP vert. antenna, move trans. locally.

NOVEMBER 24

APPLICATIONS GRANTED:

KDB, Santa Barbara, Cal. — CP new equip., increase 100 to 250 w D.

KGNC, Amarillo, Tex. — CP change equip.

KRBC, Abilene, Tex.—CP increase 100 to 250 w D.

KFYO, Lubbock, Tex.—CP new equip., vertical radiator.

WSMB, New Orleans—CP new equip., directional antenna.

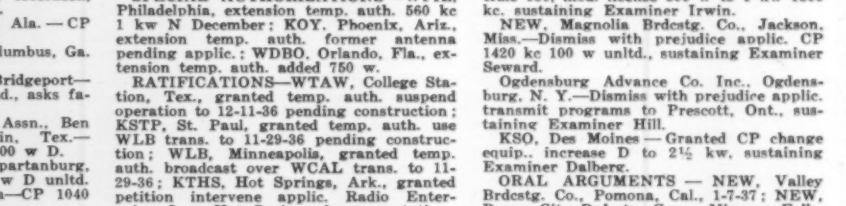
KUSD, Vermillion, S. D.—CP new trans.

WKBZ, Muskegon, Mich. — License for CP move trans. locally, vert. radiator.

WAPO, Chattanooga — License for CP 1420 kc 100 w D.

KPQ, Wenatchee, Wash. — License for CP change equip.

KFPW, Fort Smith, Ark.—License for CP new equip.



CANADIAN BROADCASTING CORPORATION—These are the newly appointed rulers of radio in Canada, comprising the board of governors of the newly established corporation which on Nov. 2 took over the reins from the Canadian Radio Broadcasting Corp. To this group, who serve voluntarily, General Manager Gladstone Murray reports. Left to right: N. L. Nathanson, Toronto, president of Famous Players Corp. of Canada and Canadian Paramount Corp.; Mrs. Nellie McClung, Victoria, B. C., author; Rene Morin, Montreal, (vice chairman), managing director of the Trust Generale du Canada; L. W. Brockington, Winnipeg (chairman), attorney; Col. Wilfred Bovey, Montreal,barrister, formerly of McGill U; J. Wilfred Godfrey, Halifax; Rev. Father A. Vachon, professor of Laval U, Quebec; Alan B. Plaunt, Toronto, journalist who is credited with instigating the idea of nationalized radio for Canada. Maj. Gen. Victor Odlum, Vancouver broker, is the ninth member of the board, but was absent when picture was taken.

KFBB, Great Falls, Mont.—License for CP move trans., vert. radiator, new equip.
KOBH, Rapid City, S. D.—Mod. CP as mod. change equip.
WFTC, Kinston, N. C.—Mod. CP trans., studio sites, new equip., vert. radiator.
WMBO, Auburn, N. Y.—Auth. transfer control from George I. Stevens to Roy L. Albertson, granted renewal; CP move trans. locally, increase to 250 w D.
KSD, St. Louis—Renewal three months.
WIRE, Indianapolis—Renewal to 5-1-36.
KGFG, Oklahoma City—License extended one month.
KGNC, Amarillo, Tex.—License extended three months; KFYO, Lubbock, Tex., same; WLAK, Lakeland, Fla., same.
WTFI, Athens, Ga.; WFAB, New York —Renewal to 5-1-37.
KSCJ, Sioux City, Ia.—Renewal for auxiliary purposes only.
WBBR, Brooklyn—Renewal to 5-1-37.
KROC, Rochester, Minn.—Extension license three months.
WOL, Washington—Renewal to 6-1-37.
NEW, A. W. Mills, Gallup, N. M.—Amended CP 1500 kc 100 w unltd.
WCAX, Burlington, Vt. — CP change equip., increase D to 250 w, change spec. hours.

ACTION ON EXAMINER'S REPORT —KLO, Kaysville, Utah, denied CP change equip., install directional antenna, increase 500 w to 1 kw 5 kw D 1400 kc unltd., sustaining Examiner Walker.

MISCELLANEOUS—KLX, Oakland, Cal., granted intervention applic. Chauncey W. Hammond CP new station at Oakland 1280 kc 1 kw unltd.; KGNC, Amarillo, Tex., granted intervention applic. G. W. Gooch CP new station at Amarillo 1500 kc 100 w D; WROL, Knoxville, granted intervention applic. Journal Brdcstg. Co. CP new station Knoxville 1200 kc 100 w 250 w D; WCAD, Canton, N. Y., granted extension effective date Rules 132, 139 pending action on applic. WCAD assign license to Brickway Co. and Brockway Co. applic. for CP move station to Watertown, N. Y. Hammond Calumet Brdcstg. Corp., Hammond, Ind., suspended order 9-22-36 granting applic. CP new station at Hammond 1480 kc 1 kw D and set for hearing; NEW, Ernest Edward Ruehlen, Great Bend, Kan., reconsid. and granted applic. CP 1370 kc 100 w unltd.; NEW, Bay Co. Pub. Inc., Panama City, Fla., denied reconsid. and grant without hearing applic. 1420 kc 100 w D; NEW, Pacific Accept. Corp., San Diego, Cal., denied petition to "limit and define issues" at further hearing applic. CP 1200 kc 100 w D; NEW, Lenawee Brdcstg. Co., Adrian, Mich., granted request postpone hearing CP 1440 kc 250 w D; WTAQ, Green Bay, Wis., denied reconsid. and grant without hearing applic. CP new equip., increase 1 to 5 kw D; WOV, New York, reconsidered action in setting for hearing applic. for Commission's consent to the transfer of control of Int'l Brdcstg. Corp. (licensee of WOV) from John Iraci, Guistina B. Iraci and Mariannina C. Iraci to Arde Bulova and granted same on condition that "the authority contained in this consent to the transfer of control of Int'l Brdcstg. Corp., licensee of WOV, shall in no way be construed as a finding by the Commission upon the proposal to transfer an interest in WNEW at this time or at any time in the future, such action may only be taken upon formal applic. filed with Commission as contemplated by Communications Act of 1934", Judge Sykes dissented, grant effective 12-15-36; WCAP, Asbury Park, N. J., denied reconsid. and grant applic. mod. license 500 w to 1 kw D; WNEW, Newark, returned under Rule 107.1 applic. increase D 2½ to 5 kw.

SET FOR HEARING—NEW, Continental Radio Co., Washington, CP 1310 kc 100 w 250 w D unltd., contingent grant WOL applic. shift to 1230 kc; NEW, H. W. Wilson, Ben Farmer, Wilson, N. C., amended applic. CP 1310 kc 100 w D; NEW, U. S. Brdcstg. Co., Washington, CP 1310 kc 100 w unltd., contingent grant WOL applic. shift to 1230 kc; NEW, Curtis Radiocasting Corp., Indianapolis, CP 1500 kc 100 w 250 w D spec.; NEW, Hearst Radio Inc., Washington, CP 1310 kc 100 w 250 w D unltd.; contingent grant of WOL applic. shift to 1230 kc; NEW, Utica Observer Dispatch Inc., Utica, N. Y., CP 950 kc 1 kw D; WBNO, New Orleans, amended CP move trans., studio locally, change equip., antenna, shift 1200 to 1500 kc, increase to unltd.; KGB, San Diego, CP move trans. site locally, new equip., vert. radiator, increase D 1 to 5 kw; WSMB, New Orleans, CP new equip., increase D 1 to 5 kw directional; WDEV, Waterbury, Vt., amended CP change equip., increase D 500 w to 1 kw; WJBW, New Orleans, renewal; KFXR, Oklahoma City, renewal; WOAI, San Antonio, transfer control of Southland Industries Inc., licensee, from G. A. C. Halff to CBS.

APPLICATIONS DISMISSED—WOWO, Fort Wayne, CP 1160 kc 25 kw N 10 kw D Simul.-D, Sh.-WWVA, N; KFRO, Longview, Tex., exp. auth. 1210 kc 100 w unltd. (facilities KWEA); WWVA, Wheeling, CP 1160 kc 25 kw N 10 kw D Simul.-D, Sh.-WOWO, N; WLXBS, Waterbury, Conn., CP 1530 kc 100 w unltd.; WCOL, Columbus, CP 1210 kc 100 w 250 w LS unltd.

APPLICATIONS TO CLOSED FILES —KGB, San Diego, CP change equip., increase D to 2½ kw, heretofore granted, retired for want of prosecution; WPTF, Raleigh, N. C., applic. auth. determine power by direct method, retired at applic. request.

APPLICATION DENIED — KFRO, Longview, Tex.—Temp. auth. civic program.

RATIFICATIONS:

KOOS, Marshfield, Ore.—Auth. automatic temp. control unit.

WMBQ, Brooklyn—Extension temp. auth. for Joseph Husid, receiver, to operate.

KGFX, Pierre, S. D.—Extension temp. auth. to Mrs. Dana McNeil to operate.

KID, Idaho Falls—Temp. auth. reduced power for tests.

WBNY, Buffalo — Temp. auth. special events.

Iowa Brdcstg. Co., respondent, denied request that Commission subpoena certain witnesses to compel them to depose in hearing on applic. Stanley Reid and Charles Witnell Bogel Jr. for CP.

Bonat & Bonat Test

BONAT & BONAT Inc., New York (Bonat Vitamin F. Permanent Waving Method) on Nov. 19 began a 13-week test series of Thursday quarter-hour programs on WGR, Buffalo, its first radio effort. The program is a former WGR sustaining program with a new title, *Bonat Emo Movie Club*, Vox Co. of Adv. Inc., New York, is the agency.

Tide Water Merger

AT A SPECIAL meeting of the stockholders of Tide Water Associated Oil Co., New York, held in New York Nov. 18 plans were approved for the merger with it of Tide Water Oil Co. and Associated Oil Co. Heretofore both the latter concerns were subsidiaries of Tide Water Associated Oil.

Examiners' Reports . . .

NEW, North Jersey Brdcstg. Co. Inc., Paterson, N. J.—Examiner Bramhall recommended (I-307) that applic. CP 620 kc 250 w D be denied.

NEW, Struble, Strong & Fagan, The Dalles, Ore. — Examiner Bramhall recommended (I-308) that applic. CP 1200 kc 100 w unltd. be dismissed with prejudice.

KVOS, Bellingham, Wash. — Examiner Walker recommended (I-309) that applic. renewal of license and transfer of control be denied.

NEW, Telegraph Herald, Dubuque, Ia.; WKBB, E. Dubuque, Ill.—Examiner Bramhall recommended (I-310) that applic. Telegraph Herald CP 1340 kc 500 w D be denied; that applic. WKBB move studio, trans. to Dubuque, install new antenna, be granted.

KIT, Yakima, Wash. — Examiner Irwin recommended (I-311) that applic. CP change from 1310 kc 100 w 250 w LS unltd. to 1250 kc 250 w 500 w LS unltd. be denied if KUJ applic. is granted; granted if KUJ applic. is denied.

Applications . . .

NOVEMBER 16

NEW, WRBC Inc., Cleveland — CP 780 kc 1 kw unltd., amended to directional.

WAPO, Chattanooga — CP new equip., increase 100 w to 100 w 250 w D, change from D to unltd.

NEW, Frank N. Adcock, Childress, Tex. —CP 1500 kc 100 w unltd.

WKBH, LaCrosse, Wis.—Auth. transfer control to Harry Dahl.

WIBU, Poynette, Wis.—License for CP new trans.

WFAM, South Bend, Ind.—License for CP new equip.

WHFC, Cicero, Ill. — License for CP change equip., increase power.

KFAC, Los Angeles — License for CP new equip.

KSFO, San Francisco — CP new trans., vert. antenna, increase 1 kw to 1 kw 5 kw D, move trans. locally.

NOVEMBER 18

WJTN, Jamestown, N. Y.—Vol. assign. CP from A. E. Newton to James Brdcstg. Co. Inc., license for CP change equip.; CP new trans., antenna, increase 50 to 100 w 250 w D, move trans., studio locally.

WBRB, Red Bank, N. J. — CP change equip.

KWTO, Springfield, Mo.—License for CP as mod. change equip., new antenna, increase power, move trans.

KWOS, Jefferson City, Mo. — Mod. CP change equip., approval antenna, trans. site.

KOB, Albuquerque, N. M. — CP new trans.

KYOS, Merced, Cal.—Mod. license 1040 to 1280 kc, D to unltd., 250 w.

NOVEMBER 23

WNEL, San Juan, P. R.—Mod. CP re equip., power.

WGBB, Freeport, N. Y.—License for CP change equip.

WIBG, Glenside, Pa.—CP move trans., new trans., vert. antenna, increase 100 w to 5 kw ltd., amended to specify N power as 5 kw.

WSMK, Dayton — CP new trans., increase 200 to 500 w.

NEW, Springfield Newspapers Inc., Springfield, O.—CP 1120 kc 250 w D.

NEW, Food Terminal Brdcstg. Co., Cleveland—CP 1500 kc 100 w D.

WBLK, Clarksburg, W. Va.—Mod. CP new trans., change D to unltd., 100 w to 100 w 250 w D, extend completion.

WMFJ, Daytona Beach, Fla.—CP new trans., vert. antenna.

KRLD, Dallas—CP change equip.

NEW, Record Pub. Co., Okmulgee, Okla. —CP 1210 kc 100 w D.

WAIR, Winston-Salem, N. C.—Mod. CP for new station reequip., trans. site, antenna.

WMC, Memphis—Mod. license 1 to 5 kw N directional N.

WEDC, Chicago—Mod. license re spec. hours.

NEW, Don M. Lidenton, A. L. McCarthy, Poplar Bluff, Mo.—CP 1310 kc 100 w D.

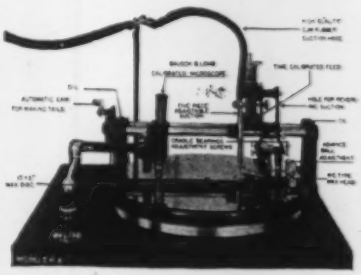
THE PIONEERS OF

Custom Built RECORDING EQUIPMENT

Offer the Latest in a 1937

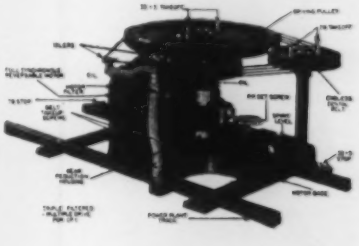
COMBINATION WAX & ACETATE RECORDER

Acknowledged To Be the Finest and Most Accurate That Technical Brains Have Yet Produced



CHECK THESE FEATURES:

1. PRECISION BUILT.
2. CAREFULLY ENGINEERED.
3. CONSTANT SPEED, NO VIBRATION.
4. PERFECT DIVISION OF LINES.
5. RECORDS 33 1-3 OR 78 RPM.
6. VARIABLE PITCH: 96, 110 OR 125 LINES TO THE INCH.
7. REVERSIBLE CUTTING FEED.
8. EASILY INSTALLED.
9. SIMPLE TO OPERATE.
10. SAFETY LIFT FOR RECORDING HEAD.
11. ALL DRIVING MECHANISM UNDERNEATH TABLE.
12. UNIVERSAL TYPE CRADLE WITH ADAPTOR FOR ANY TYPE OF RECORDING HEAD.



Write for Bulletin B. C. P. 3

RECORDING EQUIPMENT MFG. CO.

6611 Sunset Boulevard

HOLLYWOOD CALIFORNIA

SCIENTIFIC

Scientific RADIO SERVICE CRYSTALS

are recognized the world over for their Dependability, Output and Accuracy of Frequency. All Scientific Radio Service Crystals are ground to an accuracy of BETTER than .01%.

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be "LESS THAN THREE CYCLES" per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . $90
Approved by F.C.C.

Write to Dept. B-1261 for price list.

Scientific RADIO SERVICE

124 Jackson Ave., University Park, Hyattsville, Md.

GATES Manufacturers of

Everything in Speech—Remote—Transcription and Microphone Equipment

GATES RADIO & SUPPLY CO.

QUINCY, ILLINOIS

Merchandising & Promotion

Horlick's Almanac — Grocers' Sales Meeting — Young Psychic — Folger Words — In Stores

LUM AND ABNER, who broadcast five nights a week on NBC under the sponsorship of Horlick's Malted Milk Corp., Racine, Wis., have written a Family Almanac for 1937, which like their 1936 almanac, may be obtained by sending the wrapper from a 50-cent package of Horlick's malted milk. The new almanac contains pictures of the places mentioned in the script and a summary of the past year's activities of Lum and Abner, as recorded in the diary of Evalina Schultz, Pine Ridge school teacher.

Ulmer Turner, radio editor of the *Chicago Herald & Examiner*, made a guest appearance on the program Nov. 24, broadcasting a review of the 1937 edition of the *Lum & Abner Almanac.*

* * *

WALKER'S Inc., Los Angeles department store, on Nov. 20 started *Adventures in Christmas Tree Grove* on KFWB, Hollywood, for 15 quarter-hour programs between that date and the holidays. The transcriptions were produced by Mertens & Price Inc., Los Angeles. The Mayers Co., local agency, handles the account. The series will use whistles as a giveaway on evidence of purchase. Santa Claus, as a program tiein, arrived at the Glendale Airport on Nov. 20 and will make a personal appearance at the store through December with frequent radio mention made during the broadcast series.

* * *

MORE than 200 retail grocer members of Independent Grocers' Alliance, Chicago, and surrounding towns within a 40-mile area were guests Nov. 22 of CBS, Chicago, at a "radio sales meeting" and enactment of several episodes from the new Alliance program, *One Girl in a Million.* Joan Kay, the "Sally Mae" of the program, and the entire cast will acquaint the grocers with the show at first hand. J. Frank Grimes, founder-president of IGA, will address the meeting, first of its kind.

* * *

IN THE newly-opened modernistic showrooms of the Chrysler Corp., located on the ground and second floors of the Chrysler Bldg., New York, is an exhibit of many of the gifts Major Bowes has accumulated through his radio series. Salesmen in the showroom explain to the visitors all about the Major Bowes amateur series on CBS, Thursdays, 9-10 p. m.

* * *

"THIS is not a club to make you use WWL," the New Orleans station said in a tag accompanying an 18-inch stick of sugar cane. Peel off the outer skin, the tag continues, and expose succulent and sugar center. "If you want more advise A. S. Foster, WWL," the message concludes.

* * *

NBC has issued *Automotive Industry and Network Broadcast Advertising*, a 42-page brochure analyzing the industry's use of radio through the years. It is revised to October, 1936, and contains detailed information about the industry's use of various media as well as numerous success stories.

SWEPT into Des Moines on a special placarded train owned by her sponsor, Ungles Baking Co., and preceded by two motorcycle policemen with sirens going full blast, Baby Yvonne arrived for her broadcasts on KSO Nov. 14 with all the fanfare of a visiting celebrity. She was met by newspapermen, photographers and Announcer Dale Morgan and his inquiring microphone. Promptly the six-year old psychic told him his name, how long he had been with the station and how long he was going to stay.

The child, for whom theaters have been home since she was 12 weeks old, was taught concentration and psychology at an early age. She is on the air three quarter-hour sessions daily, promoting Harvest Bread. Ungles Baking Co. issues special invitations to grocers for the broadcasts. Baby Yvonne never fails to tell her audience that she eats Harvest Bread.

* * *

WGR, Buffalo, broadcasting *Koolmotor Song Festival* for Cities Service regional distributors, collected 722,267 ballots representing purchase of gasoline, oil changes and grease jobs. Listeners voted for favorite glee clubs during the first 13-week series of song festivals, which wound up with a stage broadcast. The second 13-week series started Nov. 10 and balloting will be for bands in Buffalo and Western New York. Lord & Thomas, New York, has the account.

* * *

KING OUTFITTING Co., Los Angeles clothiers, through Federal Adv. Agency in the same city, has developed a merchandise tie-in for its *Squirrel Cage Club* on KFWB, Hollywood, for a 45-minute variety program weekday noons.

Listeners may join the "club" without evidence of purchase by writing for a membership card. Although no mention is made on the air, the card calls for a 5% discount if the holder purchases any goods from the sponsor.

Until the first of the year the program will carry a limerick contest. On each program two limerick winners each receive a $2.50 merchandise order. On each sixth program a grand prize of a $25 merchandising order will be given.

* * *

FOR THE best letters of 100 words or less on the subject "What NBC Programs Have Meant to Our Family" NBC is awarding daily, except Sunday, prizes of five NBC Tenth Anniversary model RCA-Victor receivers and 25 kits of RCA-Radiotrons. To make up for the lack of Sunday awards, prizes on Tuesdays are doubled in number.

The contest began Nov. 16 and will run indefinitely. Two to three announcements regarding the contest are made on NBC networks during the day with prize winners disclosed during the evening. The radio sets won are presented to the winners through the NBC affiliates located in the contestants area. Four thousand pieces of contest mail were received by NBC in the first delivery on Nov. 23.

J. A. FOLGER & Co., San Francisco, sponsoring the half-hour *Drums* weekly from KHJ, Los Angeles, to Don Lee-CBS network, through Raymond R. Morgan Co., Hollywood agency, has started a contest in conjunction with the broadcasts, a word-building plan handled by the sponsors in cooperation with grocer distributors.

Two different "magic words" are given on each program, such as "Folger Flavor" or "Folger Economy", with prizes given to the contestant compiling the greatest number of words with the same letters. There are no official entry blanks to secure, but listeners must enclose with their word list the "star" printed on the band that unwinds upon opening a can of Folger's coffee.

With the entry, the writer also submits the name of the grocer from whom the product was purchased. The grand prize each week is $100 worth of groceries to be delivered through the grocery store. Ten other prizes are in the form of Folger Coffee Makers.

Besides the present set-up of eight stations on the chain, the program is heard on KGW, Portland, Ore., and KIEM, Eureka, by transcription.

* * *

TEN DAYS after the close of the baby-naming contest conducted by the Pepsodent Co. in connection with their *Amos 'n' Andy* broadcasts on NBC, the corps of 128 girls engaged to handle the mail were still hard at it with the end still not in sight. As each letter is opened a file card is made bearing the name and address of the contestant and also the name suggested for Amos' baby daughter. Letters were received from every state, Mexico, Central and South America, Bermuda, Cuba and Hawaii (Canadian listeners wrote to the company's Canadian office). Neither Pepsodent nor Lord & Thomas, its agency, will wager even a guess as to the total number of letters (and carton tops) received, but it is reliably reported that this 23-day contest far outpulled any previous contest staged by this sponsor, some of which were totaled in the millions.

* * *

CALIFORNIA CONSERVING Co., San Francisco (C-H-B food products), which started a weekly quarter-hour series *C-H-B House Party* on 8 NBC-Pacific Red stations Nov. 17, features a game called "Who Am I?" during the broadcast each week. Prizes are awarded to all listeners who send in the correct solution, along with two C-H-B labels. Correct answer to the previous week's broadcast is announced during the following week's program. Advertisements in 150 western newspapers, which call attention to the broadcast, appear the day of each program. Emil Brisacher & Staff, San Francisco, is the agency.

* * *

DON LEE Broadcasting System, Los Angeles, and the Fox West Coast Theatres chain, late in November signed an exchange agreement to become effective early in January. The four Don Lee stations—KHJ, Los Angeles; KFRC, San Francisco; KDB, Santa Barbara and KGB, San Diego—will carry a community sing for the theatres with Ed Lowry as master of ceremonies. The 150 theatres, in turn, will carry screen announcements of the Don Lee stations and its Mutual affiliation which starts Dec. 29.

RADIO
SERVICE MEN'S MEETING
OF THE AIR
Tomorrow's Topic:—"ANTENNA SYSTEMS"
TUNE IN EACH MONDAY MORNING FOR AN INFORMATIVE TALK OF INTEREST TO EVERY RADIO SERVICE MAN
TOMORROW
WIP
8:45 A. M.
610 KC.
TEST FREQUENCY IRON FROM 50 TO 6000 CYCLES
JOIN IN THE CONTEST VALUABLE PRIZES

FOR SERVICE MEN — Aimed at the 3,000 radio service men in the Philadelphia area, a series of weekly quarter-hours on WIP, sponsored by RCA, was promoted in local newspapers and by direct mail. Lord & Thomas, New York, is agency for the series.

WOAI, San Antonio, has issued a mimeographed booklet offering details of a survey conducted among Texas business men. Conducted anonymously by "The Texas Division of the Radio Research Bureau", 3,000 dealers were asked their choices of advertising media and stations. Questions were submitted on business reply cards addressed to a post office box.

In answer to the media question, preferences were: Radio 29.5%; newspaper 9.6%; direct mail 8.4%; magazine 2%. The remaining 29.8% was divided among combination of media or other media as follows: Radio and newspaper 22.7%; radio and direct mail 7.3%; radio and magazines 4.8%; any combination 4.6%; newspaper and direct mail 2.7%; radio, newspaper, magazine, direct mail, 1.9%; newspaper, radio, direct mail 1.7%; newspaper and magazine 1.5%; magazine and direct mail .7%; store demonstration .2%; radio, magazine, direct mail .1%; radio and personal contact .1%; outdoor .1%; personal call .1%.

* * *

KFH, Wichita, Kan., sets up a portable receiver and large placard calling attention to a sponsor's program in a prominent place in the sponsor's store during the broadcast, calling attention of personnel and customers to the radio promotion. Dealers and sponsors like the service, according to Russell L. Lowe, sales manager, and Bob Kent, manager of the KFH merchandising department.

* * *

FACTS about the Detroit and Michigan markets are presented in a striking colored brochure published by King-Trendle Brdcstg. Corp., operating WXYZ, Detroit, and Michigan Network. Dealer preferences in radio stations, audience mail, station and network coverage in the territory and sponsor data are included.

* * *

RUBEL BAKING Co., Cincinnati, has placed its derby-hatted youngster, called "The Freshest Thing in Town", on the air, augmenting its newspaper, motion picture and outdoors effort. Rights to the copyrighted photographs, slogan and scripts have been sold to firms in other markets by Frederic W. Ziv Inc., Cincinnati agency.

ROLL CALL *at* B. B. C.

"This is Cliff Jones, your aireporter . . ." greets early listeners six times every week. An able, lucid reporting of last-minute news flashes.

ADDISON VARS—Inc.
Advertising
VARS BUILDING
DELAWARE AT TUPPER
BUFFALO

September 15, 1936

Buffalo Broadcasting Corporation,
Rand Building,
Buffalo, N. Y.

Gentlemen:-

Sending you herewith a renewal contract for the second year of "Headlines on Parade" in behalf of our client, the Yates-Lehigh Coal Company, is the best indication we know of as to how we feel concerning the effectiveness of this program.

It is not the policy of our client to release sales figures but we can say in all sincerity that the Yates-Lehigh Coal Company have enjoyed a very healthy increase in business and attribute a large part of this increase to the stimulus provided by "Headlines on Parade".

I wish to take this opportunity of thanking your organization for the co-operation which they have extended us in presenting this outstanding service to the listening audience of the Niagara Frontier. This spirit of co-operation plus the able manner in which Cliff Jones has handled the reporting of the news flashes has made this program one of the most successful that we have ever directed.

Very truly yours,
ADDISON VARS, Inc.

HWComstock:W

Henry W. Comstock
Vice President

One of Buffalo's oldest established advertising agencies, Addison Vars, Inc., consistently uses BBC stations to assure clients outstanding results.

An IDEA . . . a NEED . . . swift APPROVAL of the listening audience. Increased sales naturally were quick to follow.

Believing that a large part of the early morning listeners are not in the mood for flippancy or quasi-humor, Addison Vars, Incorporated, placed "Headlines on Parade" on the air from 8 to 9 for the Yates-Lehigh Coal Company. This program, capably presided over by Cliff Jones, is a modest presentation of up to the minute news dispatches, interspersed with musical recordings of a conservative nature.

Last month, "Headlines on Parade" began its second year! This, plus the letter reproduced herewith, is ample proof of the sales value of a timely program idea executed by B.B.C. for the extensive B.B.C. audience.

Let us outline the facilities B.B.C. has to offer you for intensive coverage of the great Niagara Frontier market.

WGR *. . . The Ends of the Dial . . .* **WKBW**

Owned and Operated by Buffalo Broadcasting Corporation
Represented by Free and Peters, Inc.